



## Discover Puerto Rico Golf

Monthly PR Program Update from Dan Shepherd Public Relations

January 2022

### Publicity

**Golf Vacations Magazine** (each issue emailed to 1M+ database) – “A Winter Golf Travel Tale to Puerto Rico”

- <https://www.golfvacationsmag.com/international/a-winter-golf-travel-tale-to-puerto-rico/>
- Author participated in DMO sponsored media FAM trip in mid-November 2021
- Excerpt: *“For those living in four-season climates, there’s nothing like a winter trip to ‘paradise’ to warm one’s soul and extend the golf season. That was reinforced on a recent trip to Puerto Rico, the U.S. territory and air travel hub of the Caribbean.”*



Los Caballeros Golf Club Keeps its Dude-Ranch Roots Alive in Wickenburg



Aviv Clinics Asks: Is Oxygen Golf’s New Frontier



Resort Report: We-Ko-Pa Casino Resort



Newly Expanded 2022 Rolex Series Returns To UAE For Season Opener



Jim Thorpe Invitational Invites the Top Minority Junior and Professional Golfers to Orlando



The Lodge Of Four Seasons Unveils 2022 Golf Stay And Play Packages

## A Winter Golf Travel Tale to Puerto Rico

2 months ago 9 Min Read



**Sports Travel Magazine** (45,748 print circulation; 2.5k UVM) – “Puerto Rico: a Rich Sports History”

- The author, Matt Traub, participated in the DMO sponsored media FAM trip in November 2021.
- <https://www.sportstravelmagazine.com/puerto-rico-a-rich-sports-history/>
- Excerpt: *“You may think that Puerto Rico is a golf escape and yes, that is largely true. The Puerto Rico Open will celebrate its 15th anniversary in early March, having generated \$5.7 million for the economy and creating more than 1,000 direct and indirect jobs. With 16 courses open to the public, golf has boomed on the island during the pandemic. But golf is not the only sports-related reason to head to Puerto Rico, as this traveler found out during a trip in November. As our guide for the weekend, Discover Puerto Rico’s Davelyn Tardi said, Puerto Rico is “sports mad.” And with a deeply rooted sports culture that goes back decades and stories that are passed down by each generation, there is something for almost every sports fan on the island at every level of competition.”*

DiscoverPuertoRico.com

500 Calle De La Tanca | Ochoa Building, Suite 402B | San Juan, PR 00901, USA

**Sports Illustrated Online** (2,861,924 UVM; Morning Read 375,000 subscribers) – “The PGA Tour’s Tropical Temptations”

- <https://www.si.com/golf/news/the-tours-tropical-temptations>
- Also included via Morning Read e-news: [https://www.si.com/golf/news/the-tours-tropical-temptations?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=Morning+Read+01-06-2022](https://www.si.com/golf/news/the-tours-tropical-temptations?utm_source=newsletter&utm_medium=email&utm_campaign=Morning+Read+01-06-2022)



SHOP NEWS TRAVEL INSTRUCTION GEAR GAMBLING

When seasonal chill envelops the Lower 48, golf’s greatest players head to balmy climes. You can too at any of these five idyllic courses that host PGA Tour events.

JOE PASSOV



*The Grand Reserve Golf Club has been host to the Puerto Rico Open since 2008.  
Grand Reserve Puerto Rico*

**Golf Pass / Golf Advisor** (361,219 UVM) – “Golfers Choice 2022: Top 50 U.S. Courses – St. Regis Bahia Beach No. 6” (course and resort also recognized for top service)

- <https://www.golfpass.com/travel-advisor/best-of/golfers-choice-2022-u-s-top-50-courses>



## Golfers' Choice 2022: Top 50 U.S. Courses

We tallied more than 320,000 reviews in 2021. Here are the courses you and your fellow golfers loved best.

[DiscoverPuertoRico.com](https://www.discoverpuertorico.com)


Go Golf and Travel / Winter 2022 Issue (15,000 subscribers)

GoGolfandTravel Winter/Spring 2022 Newsletter



GoGolfandTravel.com <GoGolfandTravel.com@mail.vresp.com>

To danshepherdpr@gmail.com

 If there are problems with how this message is displayed, click here to view it in a web browser.  
This message has extra line breaks.

### [Discover Puerto Rico Golf](#)



[www.discoverpuertorico.com](http://www.discoverpuertorico.com)

Escape winter for an Island getaway to Puerto Rico, the U.S. Territory that is bilingual, requires no passport for U.S. citizens and has 18 tropical golf courses, several that are rated among the best in the Caribbean. Fazio, Greg Norman, Tom Kite, and Robert Trent Jones are some of the name designers.

Visit [www.discoverpuertorico.com](http://www.discoverpuertorico.com)

**The Golf Wire** (130,000 subscribers) – “Puerto Rico Shines in World Golf Spotlight”

- <https://thegolfwire.com/puerto-rico-world-golf-spotlight/>

**American Golfer** (2.5k UVM) – “Puerto Rico Shines in World Golf Spotlight”

- <https://americangolfer.blogspot.com/2022/01/puerto-rico-flourishes-in-world-golf.html>

-

**Drift Travel Magazine** (4.5 million email database) – “Puerto Rico Shines in World Golf Spotlight”

- <https://drifttravel.com/puerto-rico-flourishes-in-world-golf-spotlight/>

**First Call Golf** (350,000 subscribers) – “Puerto Rico Shines in World Golf Spotlight”

- [https://www.firstcallgolf.com/industry-news/release/2022-01-26/puerto-rico-flourishes-in-world-golf-spotlight?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=The+First+Call+01-27-2022+\(gmail\)](https://www.firstcallgolf.com/industry-news/release/2022-01-26/puerto-rico-flourishes-in-world-golf-spotlight?utm_source=newsletter&utm_medium=email&utm_campaign=The+First+Call+01-27-2022+(gmail))

## **Monthly PR Metrics**

**Reach – 9.5M+**

**Value – \$29,500**

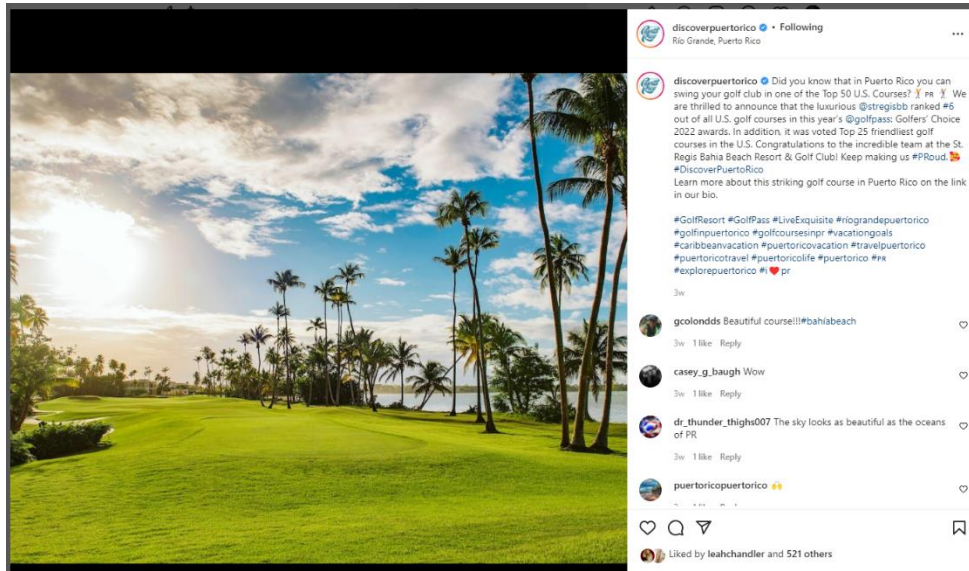
[DiscoverPuertoRico.com](http://DiscoverPuertoRico.com)

500 Calle De La Tanca | Ochoa Building, Suite 402B | San Juan, PR 00901, USA

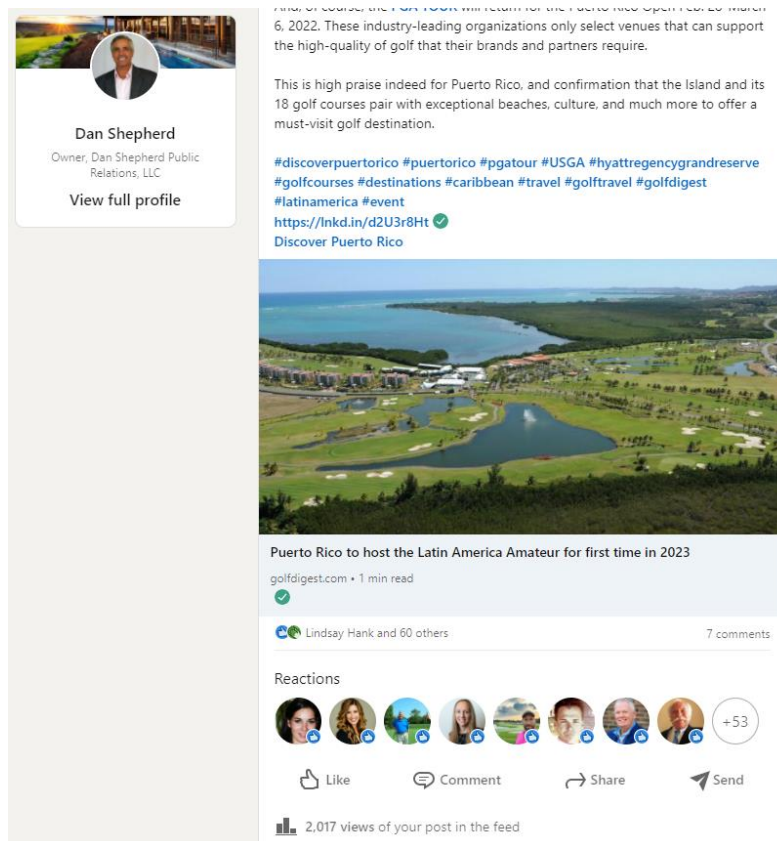
| 3

## Social Media

DSPR periodically recommends golf-centric post opportunities for DMO's consideration. St. Regis Bahia Beach earning 2022 Top 50 U.S. Course distinction was one such opportunity that availed in January. To wit:



DSPR also posts via its social channels periodically as the following example from LinkedIn demonstrates:



## 2022 Puerto Rico Open Media Familiarization Trip (FAM)

In collaboration with DMO, DSPR recruited three media who will visit the Island during the Puerto Rico Open tournament week (Feb. 28 – March 3 trip dates)

1. Three will focus on golf and travel lifestyle angles (Forbes, Boston Herald, @olivia\_caputo/ Instagram)
2. Visitors will experience and/or tour St. Regis Bahia Beach, Hyatt Regency Grand Reserve, and Wyndham Grand Rio Mar, and they'll play golf at Bahia Beach, Grand Reserve, and TPC Dorado Beach
3. Dan Shepherd/DSPR will escort the golf and travel lifestyle media along with DMO's Nicole Olmeda
4. Publicity / earned media will be arriving relatively soon (most expected in or by Spring 2022)