

Golf



GOLF DESTINATION PROGRAM ACTIVITY REPORT

In partnership with Dan Shepherd Public Relations, DMO Golf Consultant

FEBRUARY 1 - MARCH 10, 2024

Monthly
PUBLIC RELATIONS METRICS

MONTHLY MEDIA IMPRESSIONS
428 million

MONTHLY EARNED MEDIA VALUE
\$1.65 million

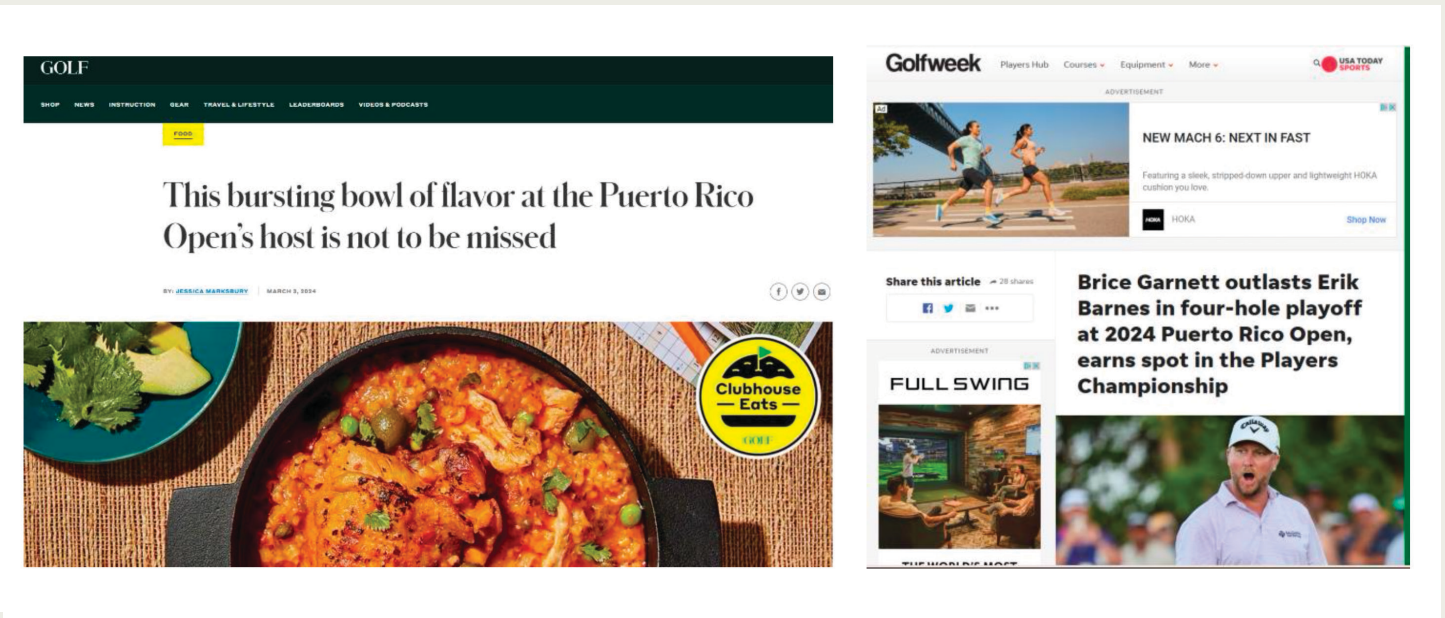
Earned Media

The Puerto Rico Open aired on multiple channels Thursday through Sunday of tournament week including Golf Channel (USA). Peacock and Sky Sports Golf (UK) streamed the tournament through their apps. Sling TV, Fubo TV, Hulu TV, DirecTV and YouTube TV carried the tournament as well. In the region of Latin America, Golf Channel Latin America provided coverage in Spanish.

The PGA TOUR competition was also covered across hundreds of print and digital media – endemic and non-endemic – including NBC Sports, Golfweek, MSN, Golf Digest, Men’s Journal, Barron’s, Washington Post, Golf.com, and CBS Sports.


Coverage ranged from news reporting of the competition to lifestyle features.

The screenshot shows a news article header with navigation links: Leaderboard, Watch + Listen, News, FedExCup, Schedule, Players, Stats, Golfbet, Signature Events, and More. The main headline is "Puerto Rico Open, Round 4: How to watch, featured groups, live scores, tee times, TV times". Below the headline, it says "1 Min Read Latest". A video player is embedded below the text, showing a golf course with palm trees and mountains in the background under a cloudy sky. A play button is visible in the center of the video player.



News Release

“Island Welcomes Golf Professionals for 16th Playing of Puerto Rico Open” – More than 350 media outlets published the news release including Associated Press, Yahoo!, PGATOUR.com.






 Visibility Reports <reports@cision.com>
 To danshepherdpr@gmail.com
If there are problems with how this message is displayed, click here to view it in a web browser.

CISION

Snapshot report (5 day report):

Island Welcomes Golf Professionals for 16th Playing of Puerto Rico Open

English | Story Number: PH53579 | Clear Time: Mar 05, 2024 2:49 PM ET

	
Total Pickup 356	Total Potential Audience 212,320,653
	
Release Views & Hits 3,528	Engagement Actions 1

Native Content

Wrote and placed three articles on PGATOUR.com:

1. <https://www.pgatour.com/article/news/latest/2024/03/04/puerto-rico-rising-three-reasons-why-puerto-rico-is-preferred-golf-destination>
2. <https://www.pgatour.com/article/news/latest/2024/03/04/play-golf-boricua-style-in-puerto-rico>
3. <https://www.pgatour.com/article/news/latest/2024/03/04/puerto-rico-the-golf-travelers-go-to-destination>

SOCIAL MEDIA

Amplified Puerto Rico Open press release:

Caribbean islands are booming with visitors and the trend continues gaining steam. Airlines are responding with additional routes to satisfy increased demand, and many destinations are embracing opportunities to further amplify and entice why travelers should choose them. Golf is one niche where destinations find great synergy, due to relative easy access by North Americans and golfers seeking warm, beautiful places to play year-round. Puerto Rico and the PGA TOUR announced last week their renewal of the Puerto Rico Open through 2026, and Barbados recently unveiled its agreement with the PGA TOUR as a marketing partner. There are many good reasons for these partnerships, two of them include the traveling golfer demographic is a high-spending one (at least for trips outside North America), and when golfers do travel outside the continent, they tend to do so for longer trips that include non-golf cultural activities and diversions. [#winwin](#) [#tourism](#) [#destinations](#) [#golftravel](#) [#nichetourismdriver](#) [#caribbean](#) [#puertorico](#) [#barbados](#) [#pgatour](#)

Puerto Rico Tourism Co.: Extends Puerto Rico Open agreement
firstcallgolf.com • 6 min read

Takeaways What are the benefits of golf tourism? Which a >

Dove Jones and 37 others 5 comments

Reactions

Like Comment Repost Send

DMO posted pre-event promotional content:



Golf FAM Trip

Helped manage a golf-centric media FAM trip, March 4-8, during Puerto Rico Open week. Participants included:

- **Alex Romo** – Golf Social Media Influencer/@alexromogolf
- **Larry Olmsted** – freelance writer for Cigar Aficionado, Luxury Magazine, Forbes, and other top media outlets
- **Glen Turk** – Midwest Golfing Magazine, Editor-in-Chief

