



DISCOVER
Puerto Rico

GOLF PR PROGRAM OVERVIEW

JANUARY THROUGH NOVEMBER 2020

DAN SHEPHERD PUBLIC RELATIONS



The Discover Puerto Rico golf public relations program is designed to drive visitors through the niche, and it has been employing a proactive program in tandem with its golf consultant, Dan Shepherd Public Relations (DSPR). The Island is an ideal golf destination given its tropical weather, natural beauty, cultural appeal, high-quality courses, easy U.S. traveler access, untapped feeder markets, and an above-average number of product options relative to its size. The golf product has diversity in price, terrain, location, course type, a wide range of lodging options, and complementary after-golf attractions. Leveraging these attributes, DSPR secures earned media for the golf destination, as well as consults on strategy to enhance ROI for the niche program and Puerto Rico's golf and resort stakeholders.

Prior to the pandemic, Discover Puerto Rico Golf was mirroring the DMO's positive trends pertaining to growing brand awareness, demand, and driving more visitors. While COVID-19 all but halted golf travel, local golf surged in 2020 with people rediscovering the game's many attractions, not the least of which is its inherent asset as a safe social distancing activity. As a vaccine launches and people resume traveling, we plan to harness the spike in golfers and rounds to drive more golf visitors to Puerto Rico.



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GOLF PR PROGRAM ACTIVITY

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- Drafted and communicated to traditional media and social influencers golf-and-resort-centric news releases and story pitches about current events and concepts that promote the golf niche and stakeholders; secondarily by association, promoted the DMO and related resort or island activities and amenities
- Scheduled and coordinated golf-and resort destination focused media interviews for authorized DMO spokespeople and stakeholders as opportunities arose
- Participated in planning sessions with DMO personnel, its marketing service vendors, and golf-and-resort stakeholders regarding golf destination opportunities
- Consulted on golf destination cooperative marketing programs with Discover Puerto Rico and golf stakeholders (IAGTO and Golf America)



- Consulted with DMO personnel on prospective golf-centric social media content; contributed to and / or reviewed golf posts created by DMO
- Created monthly golf blogs for DiscoverPuertoRico.com
- Recruited media participants, then managed and worked with DMO team to conduct a golf-centric group media FAM trip in conjunction with the Puerto Rico Open
- Recruited prospective one-off media visitors for DMO's consideration to either host or have DSPR work with stakeholders to host
- Aligned messaging with DMO as COVID-19 spread, mirroring brand talking points that informed media of the Island's travel and stakeholder status, safeguards, and other critical details





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REPRESENTATIVE GOLF PUBLICITY

JANUARY THROUGH NOVEMBER 2020

DAN SHEPHERD PUBLIC RELATIONS



Pro ▾

Equipment ▾

Rankings

Courses ▾

College ▾

More ▾

Amateur ▾

Video




Puerto Rico reopens golf courses in wake of coronavirus pandemic

(Courtesy of TPC Dorado Beach)

Several Puerto Rico Golf Courses and Resorts Re-open

“Caution, patience, and discipline have been staples of the Island's proactive edicts designed to protect Puerto Rico residents and visitors. That will continue when many businesses gradually reopen across the Island. A 7 pm to 5 am curfew will remain in place until June 15, and all people will be required to wear a mask when outside or inside a business.”

limits



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IBEROSTAR HOTELS & RESORTS

Puerto Rico is Open for Business!

f 59 t in F G + 7



The beautiful pool at Wyndham Grand Rio Mar Puerto Rico Golf & Beach Resort. (Courtesy of Wyndham Grand Rio Mar Puerto Rico Golf & Beach Resort)

... for business and eager to welcome all visitors.

Theresa Norton

Theresa Norton, editor in chief of AGENTatHOME Magazine, covers the cruise industry for TravelPulse.com.




Book now


IBEROSTAR HOTELS & RESORTS

FEATURED VIDEO

Our commitment and dedication to the agent community will never waver. We've always believed in the value and the importance of working with a travel agent.

Travel Agent Superheroes: Going Above and Beyond for Clients Amid the Coronavirus Outbreak

limits



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IBEROSTAR HOTELS & RESORTS

FIVE RESORT GETAWAYS IN PUERTO RICO

LuxeGetaways March 2, 2020 Destinations, Travel 1



2.2K SHARES



SOCIAL MEDIA

Puerto Rico has a rich history combined with an intriguing culture... but we cannot forget about the exceptional beaches, majestic mountains and unlimited adventure — all packed into one sun-kissed Caribbean. Puerto Rico is full of welcoming people who are *buena gente* (boricua slang that means *kind and family*, not simply a visitor. Around every corner, you will find a celebration and a captivating rhythm.





Golf Digest  @GolfDigest · Feb 24

Our [@JoelMBeall](#) spent a week at the Puerto Rico Open.

Here are his takeaways from the alternate-field event. 📌



Five revelations from "the most fun tournament" in golf - Golf Digest
We spent a week at the Puerto Rico Open, an alternate event on the PGA Tour that has its own unique atmosphere, and came away impressed
golfdigest.com

CARIBBEAN & MEXICAN CARIBBEAN SPECIAL SECTION



The expansive pool area of the Wyndham Grand Rio Mar Golf & Beach Resort.



The signature 16th hole on the Rio Mar Ocean Course.

TWO CHAMPIONSHIP COURSES

The resort, with 400 rooms and suites, has two championship golf courses managed by Troon Golf.

The 18-hole Ocean and River courses are very different, yet complementary.

The 6,716-yard Ocean Course, designed by Tom and George Fazio, meanders between lakes, the El Yunque mountains and the ocean. The signature hole, the 238-yard, par-three 16th, finishes near the beach.

The River Course, designed by Greg Norman, runs along the Mameyes River. The 6,945-yard course features open greens, wide

WYNDHAM GRAND RIO MAR

One property that deserves consideration for golf vacations is the Wyndham Grand Rio Mar Puerto Rico Golf & Beach Resort, located in the Rio Grande area on the island's east coast near the El Yunque National Forest, and about 20 miles from Luis Muñoz Marín International Airport.

At press time, the resort was temporarily closed but was accepting reservations for arrivals starting June 1, 2020.

Teeing Off in Puerto Rico

THE U.S. TERRITORY ENJOYS YEAR-ROUND TEMPERATURES IN THE 80'S ALONG WITH MANY GREAT GOLF COURSES AND RESORTS

BY THERESA NORTON

The U.S. offers many outstanding golf destinations in places such as California, Florida, Arizona, Hawaii, the Carolinas and more. Yet one domestic spot sometimes overlooked for golf vacations is Puerto Rico.

This U.S. territory in the Caribbean enjoys year-round temperatures in the 80s and boasts

many great golf courses and resorts. "Golf is a huge niche audience for us. Puerto Rico has 18 golf courses on a 100-mile-long island - that's a huge concentration of golf courses," said Jean-Paul Polo, director of creative strategy and production at Discover Puerto Rico. "They're all top-quality courses designed by Greg Norman, Tom Kite, Robert Trent Jones Jr., and Rees Jones."

fairways, light rough, shallow bunkers - and big iguanas.

The resort closed after Hurricane Maria hit the island on Sept. 20, 2017, but quickly reopened to house and feed first-response and private electricity workers. The Puerto Rico House of Representatives later honored General Manager Nils Stolzechner for his efforts.

NEW RESTAURANTS

The property officially reopened the following March after a major renovation. Upgrade efforts continued,

and later in 2018, two new restaurants opened.

Roots Coastal Kitchen, a farm-to-table concept overseen by Executive Chef Ramón Carrillo in collaboration with "Top Chef" alums Jeff McInnis and Janine Booth



The Iguanas Cocina Puertoorriqueña offers local cuisine on the second floor of the clubhouse.



A guestroom with a king bed and an ocean view.

The resort's guestrooms and suites include private balconies overlooking the grounds, the rainforest, or the pool and ocean. Wi-Fi and bottled water are complimentary.

For information on the resort and golf, visit Wyndham GrandRioMar.com and discoverpuertorico.com. Visit discoverpuertorico.com/info/travel-advisory for updates on the island's Covid-19 management plan.

The Accessibility Factor

"I think there's a lack of knowledge that Puerto Rico is so accessible, and that we've got the golf product that we've got," said Discover Puerto Rico's Jean-Paul Polo, adding that many people are unaware of the fact that the destination is part of the U.S.

"It's a three- or four-hour plane ride from anywhere in the Northeast part of the

U.S., and there are direct flights from most of the main cities into San Juan's international airport," Polo said in an interview during the 2020 PGA Puerto Rico Open.

Also, U.S. travelers don't need passports. "It's a U.S.-dollar-based economy, and your cell phones are going to have bars here," he said.

of Root & Bone. The menu blends traditional Southern comfort food with Caribbean flair.

Iguanas Cocina Puertoorriqueña offers local cuisine, including such Puerto Rican favorites as arroz con pollo, mofongo and Caribbean lobster.



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Six Puerto Rico golf courses and resorts garner 'best-of' acclaim

FEATURE STORIES



The Jockey Club celebrates the 114th Visa Open de Argentina presentado por Macro



Buenos Aires: World-class golfing for top-notch



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GOLF PROGRAM METRICS

JANUARY THROUGH NOVEMBER 2020

DAN SHEPHERD PUBLIC RELATIONS

- Reach: 775,241,628
- Value: \$386,169

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