



## Discover Puerto Rico Golf

Monthly PR Program Update from Dan Shepherd Public Relations / June 2021

REACH: 1,103,500

VALUE: \$20,644

### 30-Day Visibility Report Update

- PR Newswire (8,334,463 visitors per month) – “Puerto Rico Robust in Tourism Rebound; Golf Niche Follows Trend” – <https://www.prnewswire.com/news-releases/puerto-rico-robust-in-tourism-rebound-golf-niche-follows-trend-301300353.html>
- Between June 1 to June 30, views and hits of the press release increased by 411 to 4,418, engagement actions increased by 29 to 169, and total potential audience increased by 89,503 to 108,870,503.

### Other Publicity

Golf Aficionado (120,000 audience reach)

- “Puerto Rico Golf – The Time is Now”
- <https://golfaficionadomag.com/puerto-rico-golf-the-time-is-now/>

Where to Golf Next Travel Feature (350,000 subscribers)

- “Resilient Puerto Rico Still has Plenty of Game”
- [https://www.morningread.com/where-to-golf-next/feature/2021-06-07/resilient-puerto-rico-still-has-plenty-of-game?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=Morning+Read+06-09-2021](https://www.morningread.com/where-to-golf-next/feature/2021-06-07/resilient-puerto-rico-still-has-plenty-of-game?utm_source=newsletter&utm_medium=email&utm_campaign=Morning+Read+06-09-2021)

Drift Travel (2,347 UVM, emailed to 4.5 million digital magazine readers)

- “Puerto Rico Golf Resort Reopens; Island Arrivals Rise as Tourism Hits New Highs”
- <https://drifttravel.com/puerto-rico-golf-resort-reopens/>

Morning Read’s First Call (350,000 daily e-news subscribers)

- “Puerto Rico Golf Resort Reopens; Island Arrivals Rise as Tourism Hits New Highs”
- [https://www.firstcallgolf.com/industry-news/release/2021-06-29/puerto-rico-golf-resort-reopens-island-arrivals-rise-tourism-highs-set?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=Morning+Read+06-30-2021](https://www.firstcallgolf.com/industry-news/release/2021-06-29/puerto-rico-golf-resort-reopens-island-arrivals-rise-tourism-highs-set?utm_source=newsletter&utm_medium=email&utm_campaign=Morning+Read+06-30-2021)

American Golfer Blog (2,500 UVM)

- “Puerto Rico Golf Resort Reopens; Island Arrivals Rise as Tourism Hits New Highs”
- <https://americangolfer.blogspot.com/2021/06/puerto-rico-golf-resorts-continue-to.html>

eSouthern Golf (100,000+ audience reach)

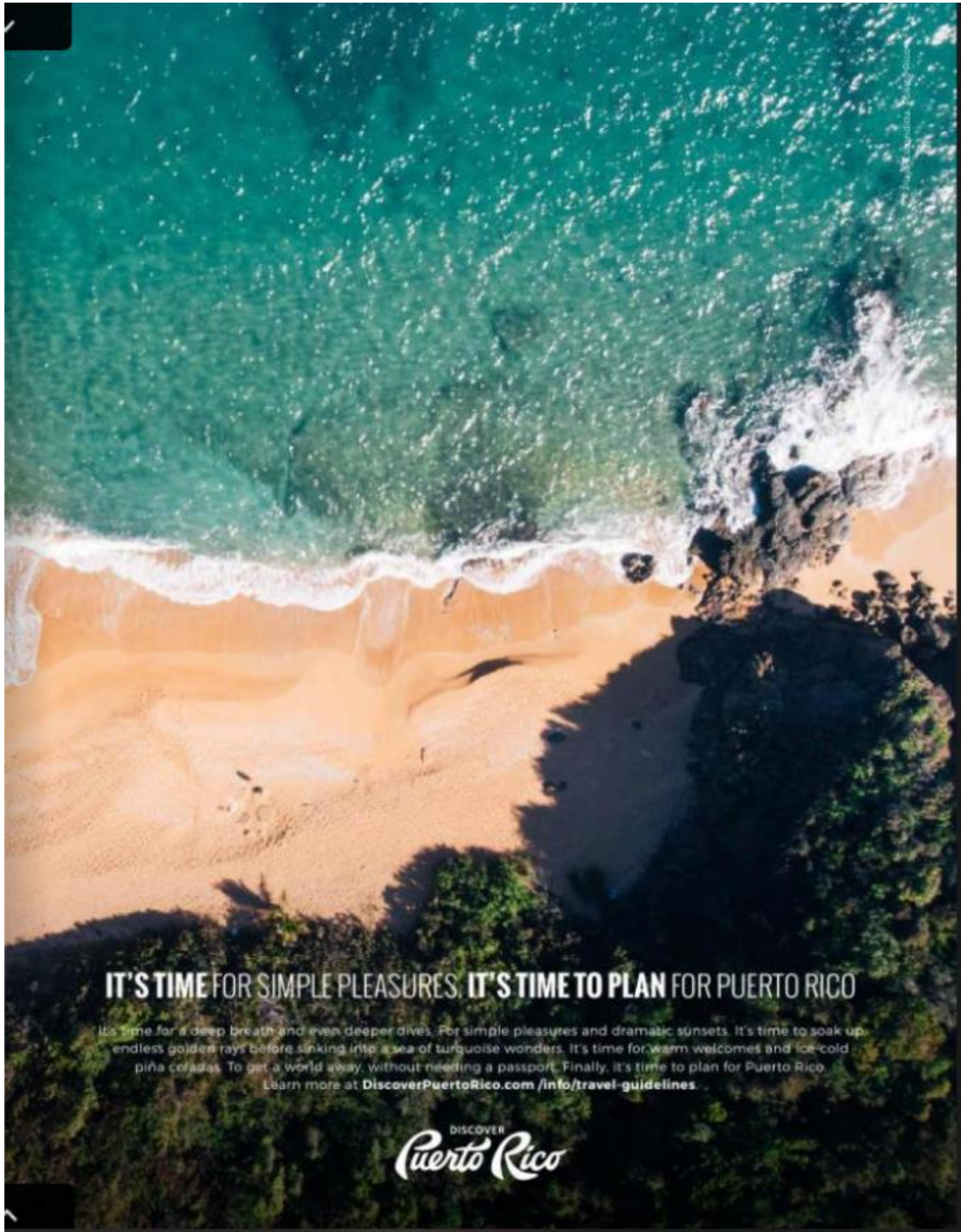
- “Puerto Rico Golf Resort Reopens; Island Arrivals Rise as Tourism Hits New Highs”
- <https://esoutherngolf.com/puerto-rico-robust-in-tourism-rebound-golf-niche-follows-trend/>

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

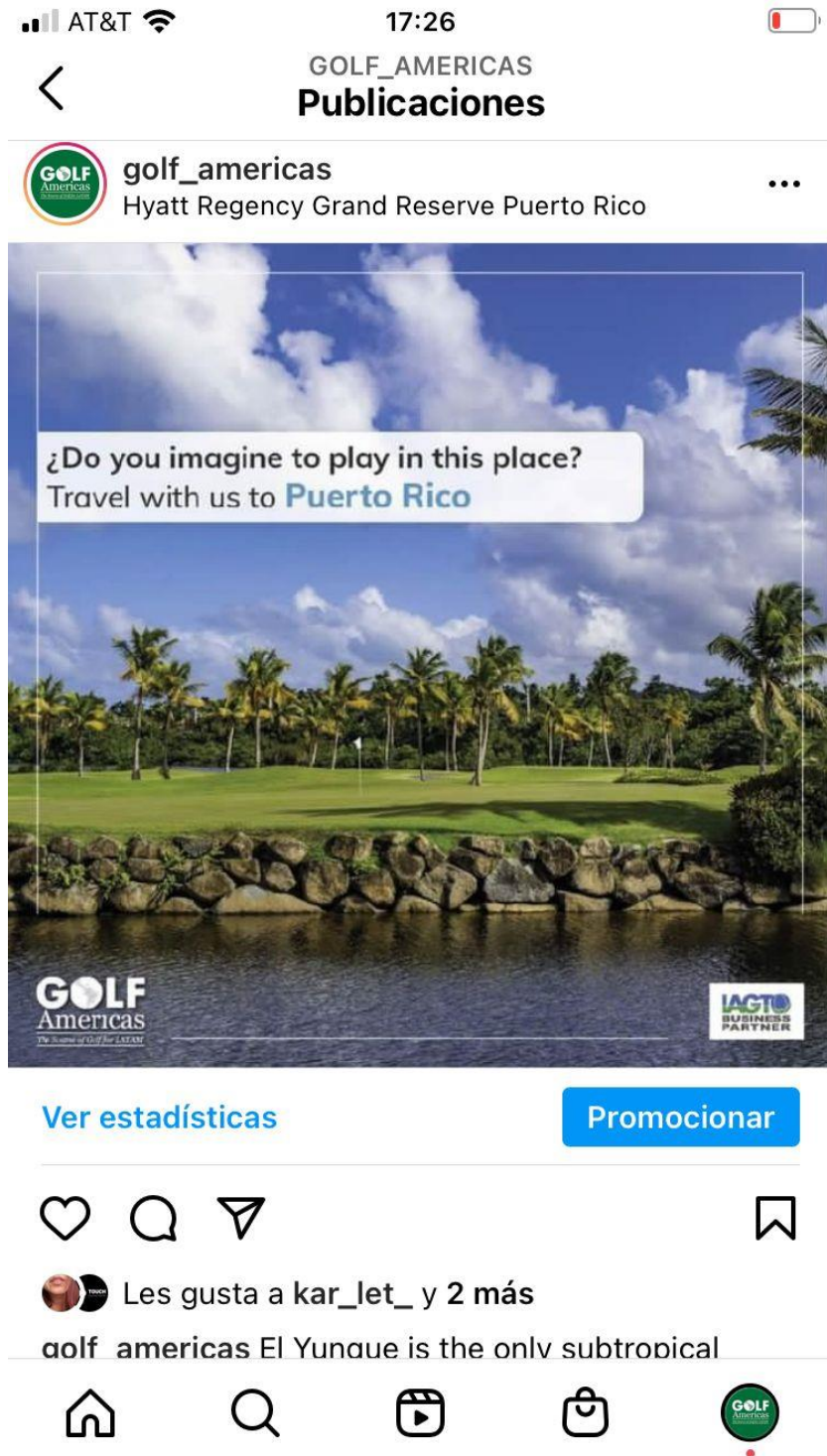
500 Calle De La Tanca | Ochoa Building, Suite 402B | San Juan, PR 00901, USA

TravelLife – facilitated a free Discover Puerto Rico ad in TravelLife, Canada’s largest digital travel site that has more than 300,000 e-subscribers and more than 100,000 UVM (\$3,500 value)

- [http://www.travelife.ca/travelife\\_magazine/flash/2021\\_jul/html5/index.html](http://www.travelife.ca/travelife_magazine/flash/2021_jul/html5/index.html) (page 41)
- Screen cap below:

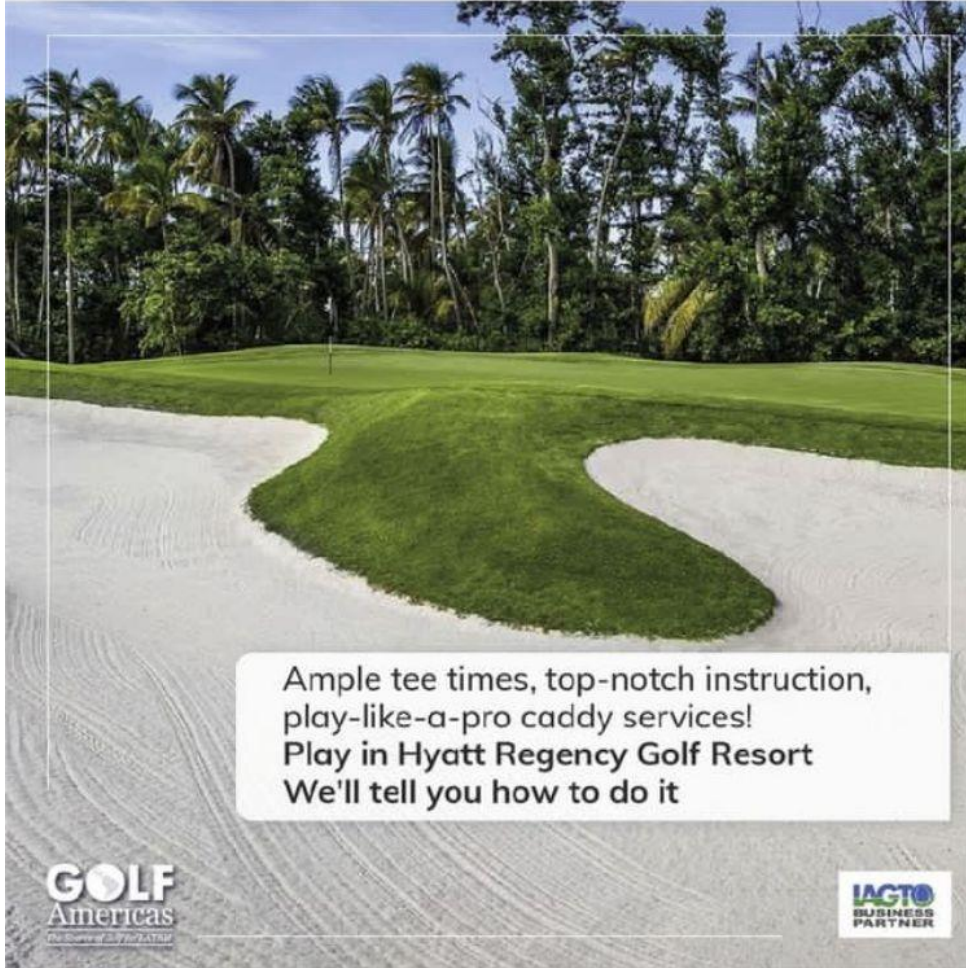


Golf Americas blog; <https://golf-americas.com/hyatt-regency-grand-reserve/>  
See associated screen caps below:





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Les gusta a [hyattregencygrandreservepr](#) y 5 más

[golf\\_americas](#) [@hyattregencygrandreservepr](#) is within easy reach of San Juan International Airport

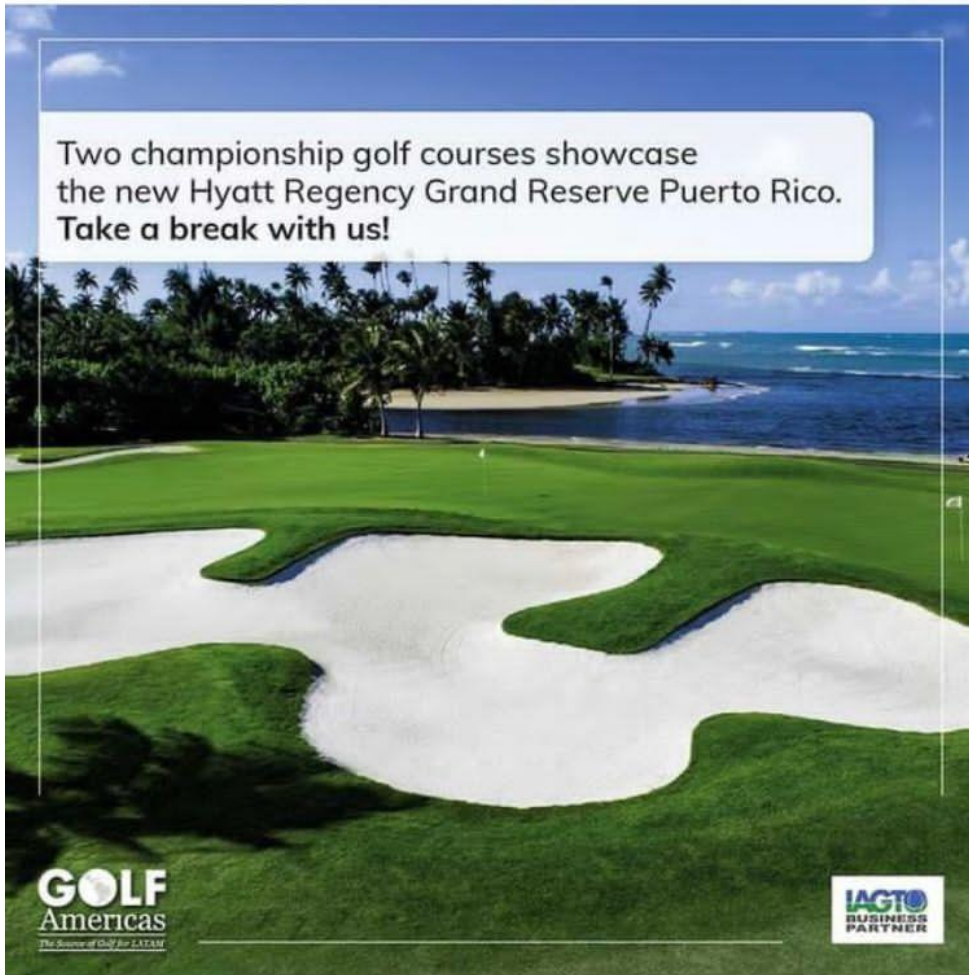




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Les gusta a anaguille y 5 más

golf\_americas Tom Kite-designed 2 18-hole



