



Discover Puerto Rico Golf

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

REACH: 1,544,600

VALUE: \$25,338

Virginia Golfer (65,000+) – “Paradise Island: Puerto Rico ready to deliver your dream rounds”; feature article is found on pages 32-35 via the following link:

- <https://viewer.joomag.com/virginia-golfer-july-august-2021/0394656001625686951>
- Excerpt: “Finally! Last year’s pent-up daydreams of playing golf in a place with a steady sea breeze, swaying palm trees and bright sunshine casting a golden glow down lush green fairways are coming true. And perhaps there is no place more perfect or welcoming than Puerto Rico, a U.S. territory located a short flight away from Washington and Baltimore, and a world away from the worries of 2020.”
- This is the Virginia State Golf Association member magazine that is published six times per year. This is the July-August issue. It went to all 65,000+ association members, a group of avid players with a high average HHI. They typically travel often for business and pleasure, are often executive types and who play more often and better than average golfers.

Troon Magazine – Golf Destination Pursuits (750,000+ audience) – “Puerto Rico – Known for its welcoming hospitality, beckoning beaches, superior golf, and stunning scenery, this island nation is an experience at every turn.”

- Please see the magazine cover story via the link below. Written by Jeff Babineau, a DMO sponsored media visitor during the Puerto Rico Open in February 2021, the Troon family of publications reach an affluent audience numbering more than three-quarter million. Troon Golf-managed Bahia Beach and Rio Mar are prominently featured, with the Island and overall golf destination also highlighted.
- https://links.troon-golf.com/a/2247/preview/2482/607805/5200218b3074a98b8057a7c11a193e8bd1827565?message_id=ImlzNGRiMjUwLWMzYjUtMDEzOS1jNzMxLTQyMDEwYTgwMDBhYUB0cm9vbi1nb2xmLmNvbSI=

GolfStayandPlays.com (25,000 audience) – “Puerto Rico abounds with great resorts, wonderful and varied golf courses”

DiscoverPuertoRico.com

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

- <https://golfstayandplays.com/golfing-in-puerto-rico-memorable-courses-mesmerizing-views/>
- Excerpt: “A trip to Puerto Rico is a little like a Latin-themed smorgasbord – with the mountains, the rainforest and the ocean available there is a heck of a lot to choose from and everything is really good and mostly spicy.”

Bunker Shot (100,000 subscribers)

- <https://www.bunkershot.com/post/655970468900257792/puerto-rico-robust-in-tourism-rebound-golf-niche>

Where to Golf Next (350,000 subscribers)

- 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=Where+To+Golf+Next+07-06-2021

eSouthernGolf digital post (10,000+ UVM)

- <https://esoutherngolf.com/discover-puerto-rico/>

eSouthernGolf e-Newsletter (25,000 subscribers)

- See e-news screen cap below:

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 eSouthernGOLF <info=esoutherngolf.com@mlsend2.com> on behalf of eSouthernGOLF <i>
To dtshep11@gmail.com

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Discover Puerto Rico Golf

SAN JUAN, PUERTO RICO – Puerto Rico continues to ascend faster and better than its competitors according to statistics. That fact, coupled with the reopening of a favorite Island golf resort (El Conquistador) and best-in-class honors garnered, has positioned the tropical travel destination as one of Americans’ most desired places to visit. Passenger arrivals in [...]

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DriveForce’s New DF-18 Pre-Round Performance Blend

The new sports nutrition company enters the golf space with its flagship product BOSTON, MASS. – DriveForce, a newly formed sports nutrition company specializing in creating functional health products, is proud to introduce DF-18, a premium pre-round performance blend that sustains a golfer’s focus, hydration, and stamina for hours while playing golf. The innovative powdered [...]

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Go Golf and Travel (15,000 subscribers)

July / Summer Quarterly e-Blast

GoGolfandTravel Summer/Fall 2021 Newsletter



GoGolfandTravel.com <GoGolfandTravel.com@mail.vresp.com>
To dan@danshepherdpr.com

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Discover Puerto Rico Golf



Oceans, mountains, El Yunque Rainforest, bioluminescent bays, and 18 golf courses thrill visitors to the tropical island. An American territory, it is bilingual, air hub of the Caribbean uses U.S. currency, has scores of direct flights daily, and doesn't require a passport for entry by American citizens. History, culture, thousands of restaurants, friendly people, wonderful food, a plethora of lodging options, and award-winning golf courses await. Visit www.discoverpuertorico.com