



Discover Puerto Rico Golf

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

Potential Reach: 175 million+

Publicity Value: \$85,000+

Press Release

“Puerto Rico Leads Way in Travel Recovery; Island Tourism Thrives” – w/ the golf niche featured

- <https://www.prnewswire.com/news-releases/puerto-rico-leads-way-in-travel-recovery-island-tourism-thrives-301406250.html>

Press Release Excerpt:

- “These positive trends lift the Island's travel niches, not the least of which is golf. Puerto Rico's 18 courses, beaches, and other tropically enhanced places are ideal for relaxation and rejuvenation during fall and winter, when temperatures average in the 80s. Golf is prospering in Puerto Rico during the pandemic, stemming from the inherent safeness and social distancing found in the game and on the Island. Courses range from luxury to municipal, spread throughout Puerto Rico with several near San Juan. Oceanside views, coconut trees, and rainforest vistas frame their settings. Price points, terrain, layout style, and related amenities are varied and complementary.”

Representative Media Pick-up of Press Release:

- Associated Press, Travel Pulse, Yahoo! Finance, Drift Travel, Market Watch (Wall Street Journal), Bunker Shot, The Golf Wire, and dozens of other travel, lifestyle, and golf media throughout North America and abroad
- See comprehensive publicity details / media pickup in attached spreadsheet

Media Metrics for Press Release:

<u>Total Pickup</u> <u>173</u>	<u>Total Potential Audience</u> <u>167,105,346</u>
<u>Release Views & Hits</u> <u>9,296</u>	<u>Engagement Actions</u> <u>43</u>

DiscoverPuertoRico.com

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

Other October Publicity

GoGolfandTravel Fall/Winter 2021-22 Newsletter



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

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Discover Puerto Rico Golf



Coveted for exquisite beaches, vibrant culture, and delicious food, Puerto Rico has 18 public courses, several rated tops in the Caribbean. With the ocean, mountain, and rain forest views, the scenery is equal to superb golf. Courses designers: Greg Norman, Robert Trent Jones (Jr. and Sr.), Tom Kite, Tom Fazio, Rees Jones.

Visit www.discoverpuertorico.com



Free to explore places familiar or unknown. And maybe of all: Free to Travel. If you're ready to go, we can help with savings of up to 30% overnight stays at either The Inn or The Ranch when you book for stays during select dates up until January 24, 2022. Take advantage of this great Oasis at Death Valley offer and get back to doing what you love.

[READ OUR FEATURE ARTICLE...CLICK HERE](#)

Morning Brief from The Golf Wire

Morning Brief: Fall Stay & Plays; Tournament news



news@mg.thegolfwire.com
To danshepherdpr@gmail.com

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Mon 10/4/2021 3:29 AM

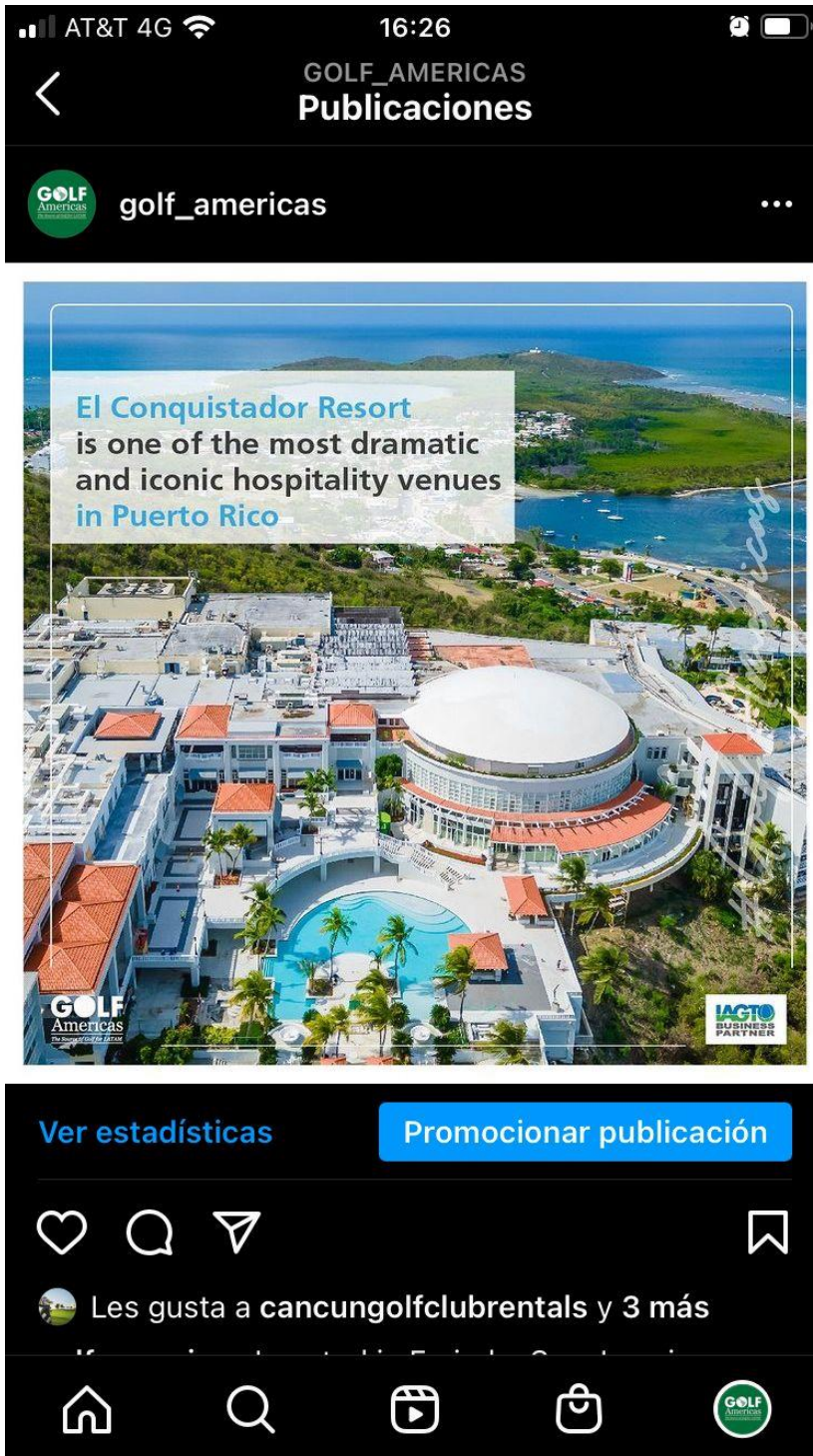
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PUERTO RICO OFFERS TROPICAL ISLAND GOLF GETAWAYS AMID IDEAL WEATHER

Visit Puerto Rico this fall and winter to bask in tropical weather on exhilarating golf courses at vibrant hotels, amenity-rich resorts, and award-winning restaurants overlooking beautiful beaches. Home to several of the top-rated course designs in the Caribbean, Mexico and the Atlantic Islands (source: Golfweek's Best Courses You Can Play), Puerto Rico's golf resorts are spectacular. [▶ READ RELEASE](#)

Feature No. 6 from Golf Americas for Puerto Rico's Golf Resorts / October – El Conquistador

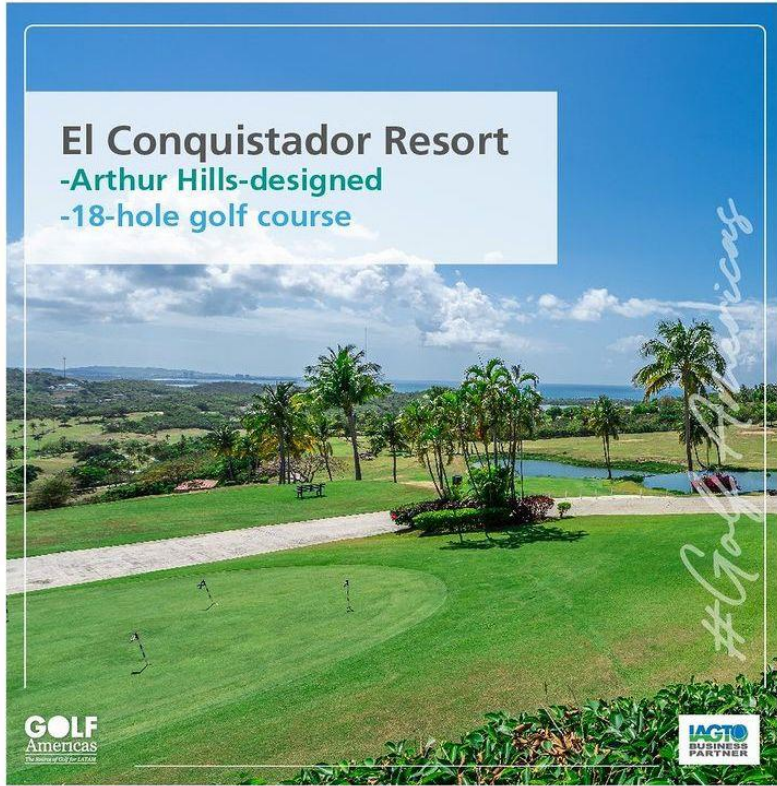
- Blog: <https://golf-americas.com/el-conquistador-resort/>
- Social Posts:



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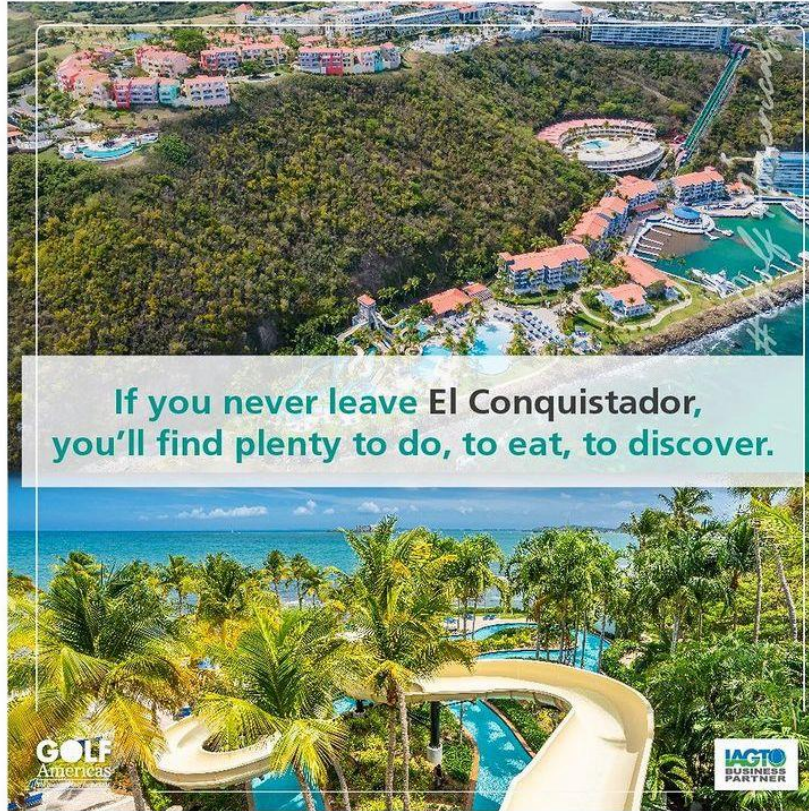




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