



DSPR Activity Report – July 2022

Golf Survey

DSPR suggested that we survey the golf stakeholders to establish a baseline of data pertaining to their golf operations and use that to follow trends at the courses and resorts year over year, as well as gather data pertaining to Island visitors who play golf, either via leisure trips or group trips and events in Puerto Rico. The anticipated insights will help DMO strategize via the Golf PR Program. To that end, CMO Leah Chandler recommended that we meet with Discover Puerto Rico's Alisha Valentine, Director of Research and Analytics, Cecilia Rodriguez, Market Research Analyst, to discuss related details. We did so in July and hope the survey will be distributed before fall.

Golf Tour Operator Familiarization (FAM) Trip

Our attendance at the International Association of Golf Tour Operators' North American Conference in June elicited much feedback from tour operators about Puerto Rico. One of the main takeaways is that many of them knew little to nothing about the golf product / golf resorts here. As such, many volunteered that if DMO ever held a FAM trip for golf tour operators that they'd like to be considered. DMO has approved a small FAM for the first week in November. The resort(s) and course(s) to stay and play at are yet to be determined. But we are sorting best options now and will reach out to prospective partner-stakeholders in the very near future. Combined, IAGTO member operators buy nearly \$500 million in golf packages on average annually.

DMO Internal and Vendor Survey

DSPR filled out Discover Puerto Rico vendor survey, designed to evaluate how DMO is performing in these crucial business relationships. Likewise, DMO is evaluating each of the vendors it retains, so we're eager to receive those results and integrate the insightful feedback to come.

FY 2022-2023 Golf Strategy

DSPR proposed three significant golf tourism strategies for DMO to consider for the newly begun Fiscal Year. These include:

1. Committing to educating golf tour operators about the Island product and destination in addition to the information provided to those tour operators with whom we met at the International Association of Golf Tour Operators North American Conference in Reno, Nev., early this summer. To that end, we are planning a FAM trip for a select few as outlined above.
2. Striving to align with the inspiring, proactive [Live Boricua](#) marketing campaign DMO launched two months ago. To that end, DSPR suggested considering enlisting up to three of Puerto Rico's most accomplished and / or biggest rising-star players – Rafa Campos, Marife Torres, and Roberto Nieves – to promote the Latin America Amateur Championship (LAAC) being held in the Island for the first time in January 2023. Conducted by the United States Golf Association (the sport's governing body in the Americas), LAAC will be broadcast on television internationally and the winner earns a spot in the 2023 Masters and 2023 Open Championship (aka "British Open"). Hence, LAAC is an exceptionally high-profile event given that those are two of golf's four "Major Championships" and they are administered by Augusta National (home venue of The Masters, arguably the most lustrous golf tournament in the world) and the R&A (R&A is a leading body within the world of golf, primarily in Europe and non-U.S. countries). DMO green-lit the strategy

and we're endeavoring to seek the players' support through videotape clips and pre-approved quotes to use in PR and marketing communications initiatives promoting the momentous event.

3. DSPR suggested that DMO partner with Audubon International (AI), the non-profit organization that educates, supports, and certifies members in its Environmental and Sustainable Certification Programs. DMO is considering this possibility.
 - a. AI has certifications for Audubon Cooperative Sanctuary Program (ACSP) for Golf, Green Lodging, Green Hospitality, Signature Sanctuary, and Sustainable Communities –all key Puerto Rico pillars and aligned with Discover Puerto Rico's responsible tourism marketing.
 - b. Puerto Rico is revered for its bio-diversity, its ecological sensitivity, and its natural wonders, many rare (e.g. bio-luminescent bays, El Yuque Rainforest, turtle species, palm tree varieties, and more) – all essential aspects of the culture. A DMO-AI strategic partnership would offer the following benefits:
 - Symbiotic missions and synergies
 - Golf is a game of nature; nature/Earth is in peril; working with a leading organization to promote and incentive environmental best practices and sustainable tourism helps all parties and peoples.
 - Puerto Rico would get huge PR goodwill in a crucial area; increasingly travelers expect sustainable best practices and choose places to visit often based on how green friendly they are.
 - AI began celebrating its 35th Anniversary on July 1. One of the promotions it is using to amplify this significant milestone and get new members across golf, hospitality, and other categories, is to offer free membership to the first 35 courses, hotels/resort, businesses to sign onto an AI certification program. With DMO joining in the promotional mix, this could be an enormous success story on multiple fronts. (While membership enrollment fee is waived, the cost to achieve certification is the responsibility of the stakeholders.)
 - Disclosure: AI is a DSPR client. But DSPR doesn't stand to benefit in any way from a DMO-AI partnership (i.e. there is no money or other incentive involved). But DSPR strongly believes this is a win-win for both parties and both would benefit from the double dipping that is possible through the PR /publicity programs being run by DSPR for AI and Discover Puerto Rico.