

27 March 2008

## **Golfing Greats endorse Dubai as more people choose a round of golf in the Gulf**

The eyes of the world once more turned to Dubai for the recent launch of the new Ernie Els Club at Dubai Sports City. As the world's first component to his global brand, '*The Els Club's*' 18-hole championship golf course offers a unique addition to Dubai's growing range of world-class golf facilities for eager amateurs to seasoned professionals. ([www.dubaisportscity.com](http://www.dubaisportscity.com))

This newest opening sees Dubai continuing to successfully position itself as one of the world's leading golf destinations. Currently boasting an impressive seven championship courses located within a relatively compact area, this allows golfers to sample several diverse courses during their stay with ease. With at least another 11 championship courses – many with pro-golfers names to them - due to open over the next three years, this golf destination's success is set to continue well into the future.

Next to open in the emirate later this year will be the first phase of a four-course development at Jumeirah Golf Estates. These celebrity golfer-designed courses have been inspired by and named after the natural elements of Earth, Fire, Water and Wind designed by Greg Norman, Vijay Singh, Sergio Garcia and Pete Dye. The courses will be flanked by luxurious residential communities and on-site facilities are set to include a golf academy and the Norman Clubhouse which will feature dining and shopping facilities. 2009 will then see Jumeirah Golf Estates launch The Race To Dubai which will take place 19-22 November with a record-breaking prize fund of £4.9 million – with the winner alone earning over £820,000 ([www.jumeirahgolfestates.com](http://www.jumeirahgolfestates.com))

In selecting the innovative destination of Dubai, these designers will add to endorsements from Colin Montgomerie, whose eponymous course is in Emirates Hills ([www.themontgomerie.com](http://www.themontgomerie.com)); veteran American champion Jack Nicklaus who has the Arabian Ranches Golf Club ([www.thedesertcourse.com](http://www.thedesertcourse.com)); and Peter Harradine who created Jebel Ali Golf Resort and Spa's course ([www.jebelali-international.com](http://www.jebelali-international.com)).

Other exciting projects set to come online include Dubai Golf City, at the Dubailand development, which is a £1 billion development housing no less than five world-class signature courses: Oasis, Desert, Wadi, Parkland and a fifth which will remain under wraps until nearer the opening in 2009. ([www.dubailand.ae](http://www.dubailand.ae))

Dubailand will also be home to Tiger Woods' first course to open in the world: the Al Ruwaya course, opening next year ([www.tigerwoodsduhai.com](http://www.tigerwoodsduhai.com)). Elsewhere, The Inspiration will form part of The Lost City development. Designed as a tribute to Greg Norman's career, it will recreate some of his favourite holes from around the world with six from each of the Americas, Europe and Australia. ([www.shark.com](http://www.shark.com))

27 March 2008

Dubai is keen to offer a complete package for golfers – and this extends to fully-integrated training programmes. For example, those looking to perfect their putt, can visit the Four Seasons Golf Academy – part of Dubai Festival City – which offers state-of-the-art training facilities including the region's only TaylorMade Performance Lab. ([www.fourseasons.com/dubaigolf](http://www.fourseasons.com/dubaigolf))

Describing the role of golf in Dubai's tourism offering, Ian Scott, director of the UK and Ireland representative office of Dubai Tourism and Commerce Marketing, commented that: "Dubai's tourism industry is undergoing phenomenal growth with the 800,000 UK visitors in 2007 set to double over the next three years. With so many of the world's top golf legends choosing to open courses in Dubai, the emirate is able to further reinforce its position as the world's premier golfing destination. Dubai is forever evolving, expanding and diversifying as a destination and the extent of the developments and facilities for golfers reflects the emirate's forward-thinking dynamism."

With some 20 direct daily flights of only seven hours from the UK, guaranteed year round sunshine and luxurious premium hotel and residential accommodation at some of the finest state-of-the-art golf courses in the world, Dubai combines a world-class golf experience with limitless additional activity options such as yachting, sailing, dune bashing and horseracing as well as the opportunity to explore some of the finest cuisine and shopping in the region, creating an unparalleled experience for even the most seasoned traveller."

And it couldn't be easier to perfect your putt in Dubai with great packages available from a range of tour operators, including Barwell Leisure who are offering 5 nights B&B in a Grand Room at the Grand Hyatt Dubai at just £915 per person for visitors between 16 May and 4 October 2008. The price includes return flights with Emirates from either Gatwick or Heathrow, private transfers, bed and breakfast accommodation and one green fee on each of the following courses: The Montgomerie Dubai, Four Seasons Golf Club and Dubai Creek. For reservations or to find out more information on this package please call 0870 049 2980 or visit [www.experiencedubai.co.uk](http://www.experiencedubai.co.uk)

**For further information about golf in Dubai, contact Dubai Tourism and Commerce Marketing at email: [dtdcm\\_uk@dubaitourism.ae](mailto:dtdcm_uk@dubaitourism.ae), tel: 020 7839 0580 or visit [www.dubaitourism.ae](http://www.dubaitourism.ae).**

- ends -

**For further press information / photography / interviews please contact:  
Natasha Behrouz, Imogen Wyvill or Francesca Tarrant at The Communication Group plc**

**T: +44 (0) 20 7630 1411**

**E: [nbehrouz@thecommunicationgroup.co.uk](mailto:nbehrouz@thecommunicationgroup.co.uk)**

**[iwyvill@thecommunicationgroup.co.uk](mailto:iwyvill@thecommunicationgroup.co.uk)**

**[ftarrant@thecommunicationgroup.co.uk](mailto:ftarrant@thecommunicationgroup.co.uk)**