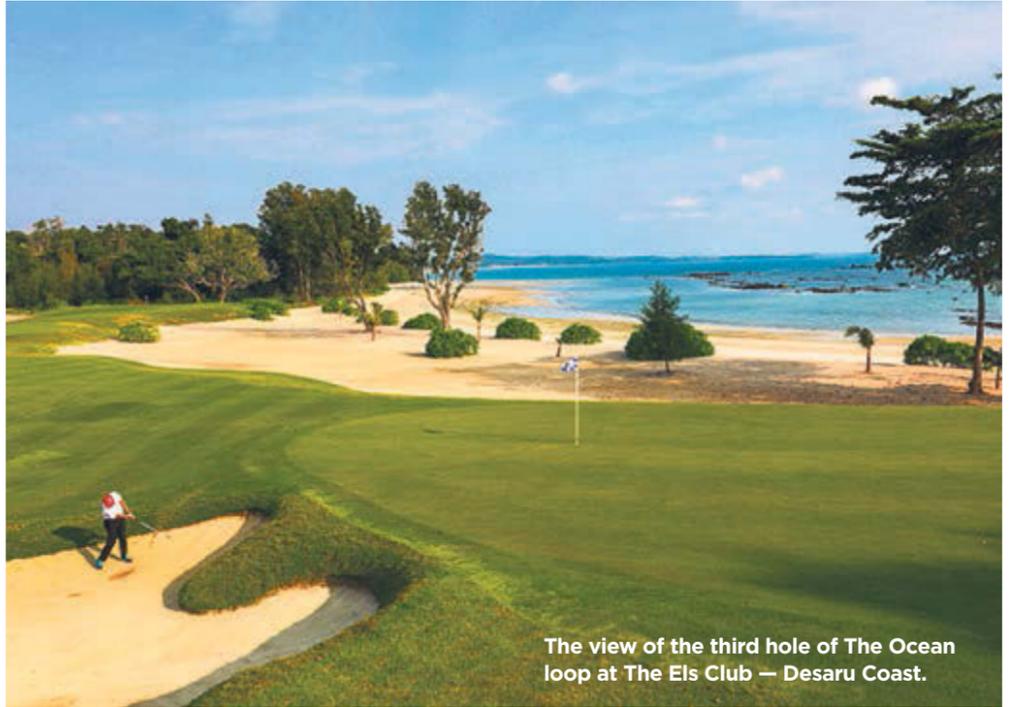


SPH TRAVEL FAIR RETURNS IN 2019

BY
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The SPH Golf Travel Fair will return next year from March 21 to 24 and promises to be the highlight event of the year for golf enthusiasts in Singapore.



The view of the third hole of The Ocean loop at The Els Club — Desaru Coast.

Building on the success of the inaugural event this year, the 2019 edition of the golf-centric travel fair will offer much more within an even bigger venue and will be extended to spread over four days instead of three.

Taking place at Takashimaya Square, located at the basement of Takashimaya Shopping Centre along Orchard Road, next year's fair will be almost three times bigger than the one held at Marina Square Shopping Mall, which drew a crowd of over 5,000 across three days.

There will be plenty of deals on offer with an expected 30 individual booths consisting of the finest golf clubs and hotels in the region such as Ria Bintan Golf Club, Pattana Golf Club & Resort, The Els Club, Angkor Golf Resort, Sofitel Angkor Phokeethra Golf & Spa Resort, Renaissance Pattaya Resort & Spa, Swisotel Bangkok Ratchada and the three courses under the Laguna Golf Group in Bintan, Lang Co and Phuket.

Developments such as Leisure Farm in Malaysia and Sanctuary Cove in Australia will also be showcased at the fair.

The fair will also feature four Country Pavilions helmed by tourism boards.

The Tourism Authority of Thailand returns for a second year and will bring along their best golfing destinations within their Country Pavilion.

The Takashimaya golf section, a staple of the department store's Sports Department, will boost the fair's retail offerings with two dedicated areas to showcase the various brands offered at their golf section. This would be in addition to other golf retail brands, such as Green Golf Fashion, that will also be present at the fair.

In making the SPH Golf Travel Fair a wholesome family affair, there will be a putting area for the younger ones, organised by the Singapore Golf Association.

GOOD DEALS IN THAILAND

For most golfers, Thailand is the golf mecca of Southeast Asia and rightly so.

Populated with the most number of courses throughout the region, it is also the most mature in terms of development and tourism.

Pattana Golf Club & Resort, consisting of a 27-hole golf course that spans over 400 acres, is the country's only multi-functional integrated sports resort and is conveniently situated about 90 minutes south of Bangkok.

Opened in 2004, it is a megaplex of offerings with hospitality services catered to guests that, after recent upgrades, include a multitude of restaurant options and a renovated spa.

Its three championship nine-hole routes named Andreas, Brookei, and Calypso is home to two par-6 holes and has held both junior and professional championships previously.

Specially put together for golfers in



Singapore, Pattana now offers two different all-inclusive three-day, two-night packages tailor-made to fit both golfers and accompanying non-golfing guests.

The Play Solo package for the single traveller is priced at THB 17,900 (S\$747.66) and includes land transfers to and from the airport, deluxe room accommodation, two rounds of golf at Pattana and an additional round at the nearby Laem Chabang Golf Club, plus meals and a shopping trip to Pattaya.

For couples, the "Golfer plus One" is priced at THB 23,600 (S\$985.74), with the same inclusions as the "Play Solo" package but for two people, and an option of a 90-minute spa treatment should the significant other be less-inclined to golf.

Either way, visitors to this grand destination can look forward to a rewarding time.

• For bookings, visit www.pattana.co.th

TAYLORMADE APPOINTS MST GOLF AS DISTRIBUTOR FOR SINGAPORE AND MALAYSIA

As of Oct 1, golf service provider MST Golf will be the exclusive distributor of the popular American golf equipment brand, TaylorMade Golf, in Singapore and Malaysia.

During the official announcement at TPC Kuala Lumpur, Vice President/Managing Director of TaylorMade Japan & Asia Mark Sheldon-Allen said, "Given their experience and strength, passion and support for golf and the TaylorMade brand, we are excited to be working with MST Golf as our strategic partner for the Singapore and Malaysia markets."

This comes after a US\$425 million sale of the golf equipment brand by former parent company, Adidas, last May to US private equity group KPS Partners. In Southeast Asia, the split finally happened in September 2018.

However, with MST Golf as distributor, TaylorMade is ensured a strong retail base in the region with more than 45 outlets in Singapore, Malaysia and Vietnam and



VP/Managing Director of TaylorMade Japan & Asia Mark Sheldon-Allen with Ng Yap, CEO of MST.

an ilovegolf loyalty card programme with over 68,000 active members.

During the announcement, three new TaylorMade products were also launched; the GAPR rescue irons, M Gloire series and P760 irons.

— Jeremy Theseira