

editor's  
**letter**



BY  
**BENNY TEO**

IN TIME WITH  
  
**ROLEX**

# BIGGER, BETTER, BOLDER



Clockwise from above; Laguna Lang Co, Foison, Country Garden Jun'an, Summit Windmill and Siam Country Club are some of the exhibitors appearing at the SPH Golf-Takashimaya Golf & Travel Fair 2019.

It is often said that sequels are seldom as good as the original. Well, there are exceptions, such as Star Wars, or Back to the Future or Indiana Jones. The SPH Golf-Takashimaya Golf & Travel Fair 2019, returning since its first appearance last April, has not only gotten better, it's gotten bigger and bolder.

Never before has there been a golf-centric fair like this and of this scale. First of all, it has moved from Marina Square to Takashimaya Shopping Centre, one of the country's largest and busiest malls in the middle of Orchard Road.

Then, it is extended an extra day so visitors can ponder over their decisions over which country they want to visit more, and which deal suits them better. With 31 booths, of which more than 20 are destination focused, it does help to take some time to check them all out.

New this year is a larger Indone-

sian contingent that follows the tourism boards of Philippines, Malaysia and Thailand to take up a pavilion each. There will also be a significant Chinese presence as golf clubs there look to lure visitors back to enjoy the Chinese golfing experience.

And speaking of golfing in China, the SPH Golf Card will also be launching an exclusive partnership with China's largest golf app, Gaotoo, to provide direct teetime bookings and payments with an additional top-up fee.

There are currently more than 100 golf courses throughout the Middle

Kingdom available through their app, which has an English-language version available for download as well.

Cambodia, Australia, Vietnam and Brunei round up the exotic locations arriving at this year's fair, which promises to bring in more deals for your golfing holidays in the year ahead.

## RETAIL SECTION

There is also a large retail section where visitors can purchase the latest in golf fashion and equipment by Takashimaya's golf section, as well as an environmentally-conscious fashion label, Green Golf Fashion, from local designer Jennie Loh.

A fun element has been added to the fair with the Singapore Golf Association setting up a putting green for golfers and non-golfers alike to try their hand at the short stick.

And for those serious about improving their skills, GolfTEC, an advanced golf teaching methodology that utilises more than 20 years of data to break down the golf swing, will be at hand to provide swing anal-

ysis for you at their golf simulator.

One FM 91.3 executive producer Andre Hoeden is back on stage to host various activities and lucky draws. In our interview with him and Glenn Ong in this issue of Swing, he talks about how serious the veteran celebrity DJ can get on the golf course.

For fans of the weekday morning show, they can catch Andre during the four-day fair and find out what really happens between the two from tee to green.

The SPH Golf-Takashimaya Golf & Travel Fair 2019 really does serve up a lot. But the question is, "how big is your appetite?"

## SPH GOLF-TAKASHIMAYA GOLF & TRAVEL FAIR 2019

**Dates:** 21-24 March 2019

**Venue:** Takashimaya Square, Basement 2

**Time:** 10am - 9.30pm

**Admission is free.**

**SWING  
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