



ADVENTURES IN GOLF

Spring 2010

News Update

We are emerging from **one of the coldest winters for years**, but Spring is now around the corner and it's time to get the clubs re-gripped and the swing back in motion. As economies on both sides of the Atlantic move cautiously out of recession, golf travellers **will find great value this year in Britain and Ireland**. The **strong dollar** will make a succession of tempting offers by golf clubs and hotels very affordable, but as demand rises to balance supply we expect prices to firm later in the year. **Our advice therefore is to book early in order to capture savings now.**

In recent years a number of fabulous new courses have opened and are maturing into top tracks – **Loch Lomond** and its neighbour, **The Carrick Course**; Sir Nick Faldo's Irish masterpieces at **Ballyliffin** and **Lough Erne**; the **Renaissance Course** by Tom Doak in East Lothian near Edinburgh; and Kyle Phillips' **Kingsbarns** to name but a few.

Machrihanish Dunes, the first genuine links course to be built on the west coast of Scotland for 100 years and designed by **David McLay Kidd**, has been lauded by **Links Magazine** as one of the **"Top New International Courses"**. It has also achieved 21st place in **Golfweek's**



"Best New Modern Courses of Great Britain and Ireland". Kidd's layout features six greens and five tees right on the Atlantic coast, all with spectacular views out over the Paps of Jura and the north coast of Ireland. When he first saw the site, Kidd identified 23 "natural" holes,

and he picked his favourite 18. The course is the first in Scotland to be built on a **Site of Special Scientific Interest** and no carts are allowed because of the protection afforded by legislation. With high quality golf cottages under construction and some already completed, a tempting offer allows **two nights B & B and one round on the new course from just £175 per person April through October**. Old Tom Morris's Machrihanish itself is, of course, close by and **Dunaverty**, a little-played hidden gem just south of Campbeltown, completes a trio of excellent links courses on the scenic **Mull of Kintyre**.

We have expounded already on the delights of **Castle Stuart Golf Links** near Inverness and a variety of recent articles in golf publications demonstrate widespread agreement with our views. To kick-start the new season a consortium of hotel and courses are combining to offer a great deal in April, which features this fabulous new course. Three



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nights at the newly-refurbished **Royal Golf Hotel** in Dornoch and one round at **Royal Dornoch** plus **two rounds at Castle Stuart** can be had for as little as **\$555 per person**. This is roughly the same price as the regular green fees in the main season. Interestingly, in a typical year, the north of Scotland enjoys more sunshine hours and less rainfall in April than it does in September. Note that the actual **Castle Stuart** itself is not part of the golf complex. The original house was completed in 1625 by James Stuart, Earl of Moray, but then suffered 300 years of neglect before being restored to its



present glory. **Voted second best castle in Europe in 2008 by TripAdvisor**, it has eight sumptuous bedrooms and can be booked for exclusive-use by family or corporate parties. It also takes individual bookings.

Built to stage **The Ryder Cup in 2010**, the “**Twenty Ten**” course at **Celtic Manor** in Wales opened for play in July 2007. The first course to be built specifically for golf’s greatest team tournament, it measures 7,493 yards off the back tees and has a par of 71. Water

hazards feature on half of its holes although many of the earlier holes have a links-like feel with some long rough and greenside swales. The middle section of the course reveals the full extent of the watery challenge, before a tough finishing stretch culminates in a real sting in the tail at the 18th. Watching the Ryder Cup this year would be much more fun if you had already played the course and if you decide to visit Celtic Manor you can enjoy three championship courses. **Robert Trent Jones Senior’s Roman Road Course** opened in 1995 and has hosted the Wales Open on several occasions, while **Colin Montgomerie’s** design completes the trio. Traditionalists will rejoice that **Royal Porthcawl** and **Southerndown** are just a short drive away.

Those who don’t know **Wales** may be surprised to learn that, for a small country, it has a lot to offer: **641 castles, 687 miles of coastline** and around **200 golf courses** for a start.

Exceptional value for money is on offer too, with rounds at **Royal St David’s** – one of the flagship championship links courses in the Principality – costing under \$100! And the scenery in places is quite spectacular.

Ireland, too, has some great value golf available. For example, **Enniscrone** is one of the best courses we’ve ever played and the green fees are under \$100. **Carne, Ballyliffin, Rosapenna** and **Co Sligo** are all modestly-priced as well and **Lahinch** is offering special rates

throughout the summer.

And let’s not forget England. **Woodhall Spa** is the home of the English Golf Union and of the **Hodgkin Course**, ranked the best inland course in England by Golf Magazine. The cost of the green fee? Less than \$100!

Diary Dates

Amateur Championship, Muirfield and North Berwick	14 – 19 June
The Open Championship, St Andrews	15 – 18 July
Seniors Open Championship, Carnoustie	22 -25 July
Seniors Amateur Open Championship, Walton Heath	11 – 13 August
Ryder Cup, Celtic Manor	1 – 3 October

People and Places

John Duncan, long serving secretary/manager at **Royal Dornoch**, is retiring due to ill health at the end of March. We wish him well and are delighted to learn that club member **Mike Thomas** will hold the fort until a suitable replacement is found.

The Links Cup, now in its 17th year, returns to **Turnberry** in September. We look forward to welcoming many old friends and some new ones, too. Several tournament stalwarts, including chairman **Larry Bell**, are now in their seventies but still play excellent golf. This year we are planning to introduce a special award for any player shooting his age in a tournament round!



**Matakauri Lodge,
New Zealand
Opening August 27 2010**



Spectacularly situated on Lake Wakatipu, Matakauri Lodge offers stunning views from every angle of the remarkable, **Cecil** and **Walter Peak** mountain ranges. **Just seven minutes from Queenstown**, Matakauri Lodge will provide an alpine lakeside retreat nestled in one of the world's most serenely beautiful landscapes.

The Lodge and adjoining villas, originally constructed in 2000 with a contemporary New Zealand design, is currently closed and undergoing extensive refurbishment and new interior design by **Virginia Fisher**.

The main lodge will consist of spacious lounge, dining and living areas, all with views of Lake Wakatipu. The lodge will also offer a range of indoor and outdoor dining options for our guests, including superb private dining options. An elegant meeting space is planned with a business centre offering abundant natural light and views of the mountain ranges beyond.

Facilities will include a full service luxury spa, swimming pool and a fully equipped fitness centre.

The Lodge will offer accommodation in **eleven luxurious guest suites**, with **eight outlying cottages** and three suites located in the main lodge. Every suite offers its own private porch, bedroom with sitting area and open fireplace, walk-in wardrobe and bathroom.

About Us

Since 1977, Adventures In Golf has customized golfing itineraries for thousands of parties, large and small, with each program carefully designed to maximize the enjoyment of your dream trip – to Britain, Ireland, or other destinations.

Our key staff, with over 130 years of combined travel experience and offices in the United States, England, & Scotland, offer peerless service and in-depth knowledge of these historic countries and their golf courses. Additionally, we work closely with our hotel, transport, and golf partners to make certain you receive an exceptional vacationing experience. You state your objectives - we ensure they are met.

We are one of the few tour operators who can offer unparalleled access to St Andrews Old Course (as well as to many other famous courses, such as Ballyunion, Royal County Down, Old Head, and Royal Troon). To further enhance your St Andrews experience, a member of our Scottish staff will meet you at the Old Course with your personal caddy, and our local staff will be ready to assist you throughout your stay.

As your advisor, we will guide you through each stage of your trip. Determining the most appropriate accommodations, formulating the best transportation options and, best of all, securing tee times on the famous courses and hidden gems of your choice! As you might expect, we also assist you in the finer details, such as dinner reservations, sightseeing, fishing, shopping, and any other guidance you may need, making your experience that much more memorable.

This formula has produced an ever-increasing list of satisfied customers, as commendations in *Passport*, *Forbes*, *Sky*, and *Connoisseur Magazines* bear testimony. Additionally, as the only Golf Destination Specialist of *Andrew Harper Travel*, we extend our service to a still wider audience.

By the way ... when you call our office, you will be answered by one of our staff. For we believe, in this business, there is no substitute for the personal touch.



E-Newsletter – Please Help Us to Help You

We are asking for our readers' email address – why? We know many of you have been enjoying our bi-annual hardcopy newsletter for the last thirty-years, and we have **no** intention of discontinuing anytime soon. However, with the fluctuating economy and electronic world we now all live in, many hotels and golf clubs are releasing **limited time offers** and **special deals**, which cannot wait until our next newsletter mailing. In order to notify our readers of these exceptional limited time offers, we send periodic e-newsletters to the email addresses you have provided. **If you are not currently receiving our e-newsletters and would like to**, we need your email address in our database. Simply go to <http://www.adventures-in-golf.com/> and type your email address into the **eNews Sign Up** box (refer to photo below). It's that simple, and you'll start to receive monthly emails with special announcements and exclusive offers. **And, rest assured -- we do not inundate you with emails** – we typically only send **one every six weeks!**



The screenshot shows the website header with the logo "Adventures In Golf" and the tagline "Ideas for the 21st Century". The phone number "Toll Free in the USA 877-424-7320" is displayed. A navigation menu includes "Home", "About Us", "Newsletters", "Testimonials", "Corporate Packages", and "Request Info". Below the menu, there are links for "Distributions" and "Contact Us". A "CHAT WITH US LIVE" button is visible. The main content area features the heading "Luxury Golf Travel Tour Packages to Ireland, Scotland, New Zealand and More" and a "Welcome to Adventures In Golf" message. A paragraph describes the company's 35-year history. At the bottom, there is a call to action: "Call Now to Plan Your Golfing Adventure" with the phone number and a link for international callers. A star icon with an arrow points to the "eNews Sign Up" form, which includes an "Email:" field and a "Go" button. A privacy notice "Privacy by EP'SafeSubscriber™" is also present.

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