

September 2018



Activity report: Challenge Tour Event activation

AZALEA*

Contents

1. Executive summary
2. Media and social coverage
3. Media evaluation



Executive Summary

Media communications

Projet marketing pour le Golf International de Pont Royal.

Un projet de marketing a été convenu pour 2018 dans le but de mieux faire connaître Pont Royal et la Provence en tant qu'une destination golfique en France et en Europe. 'Golf World' s'inquiète sur le nombre de joueurs débutant au golf.

Il est donc important que la marque de Pont Royal soit bien connue pour son avenir. Les principaux éléments du projet comprennent: le contrat de trois ans pour le Hopps Challenge Tour; un nouveau site web; coopération avec les hôtels du domaine pour les forfaits golf et l'hébergement; un contrat avec Azalea, une entreprise spécialisée dans le marketing de golf.

Vous trouverez ci-joint des présentations soulignant la publicité Obtenue jusqu'à présent et les résultats positifs obtenus jusqu'à présent grâce à l'événement Hopps du Challenge Tour.



Marketing Plan

Marketing Plan for Golf International de Pont Royal

A marketing plan was agreed for 2018 with the objectives of increasing awareness for Pont Royal and Provence as a destination for golfers in France and across Europe.

There is concern in the Golf World that fewer people are taking up golf so it is important that the Pont Royal Brand is well known for the future.

The main elements of the plan include: the three year contract for the Hopps Challenge Tour; a new web site; cooperation with the hotels on the Domaine for golf packages and accommodation; a contract with Azalea, a specialist golf marketing company to create media coverage and expand the Tour Operator business. Please find attached presentations which highlight the media coverage achieved so far this year and the positive results so far from the Hopps Challenge Tour event.

Thank you for your support



Media Coverage

GOOD SUNDAYS – INSTAGRAM POST

21st September 2018



GOOD SUNDAYS – INSTAGRAM POST

21st September 2018



GOOD SUNDAYS – INSTAGRAM POST

22nd September 2018



GOOD SUNDAYS – INSTAGRAM POST

22nd September 2018



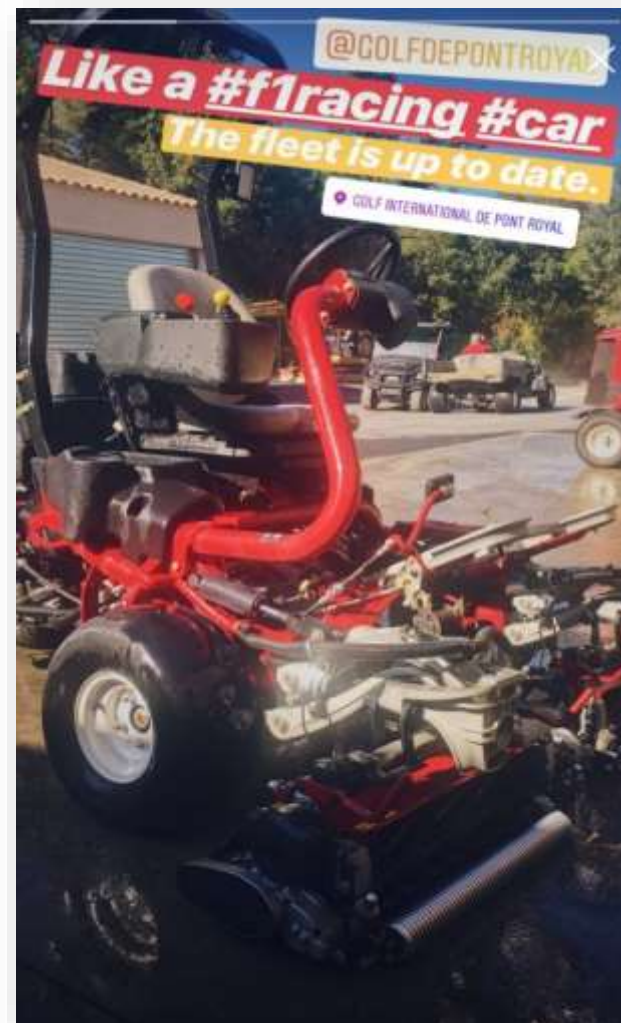
GOOD SUNDAYS – INSTAGRAM STORIES – PRO-AM

19th September 2018



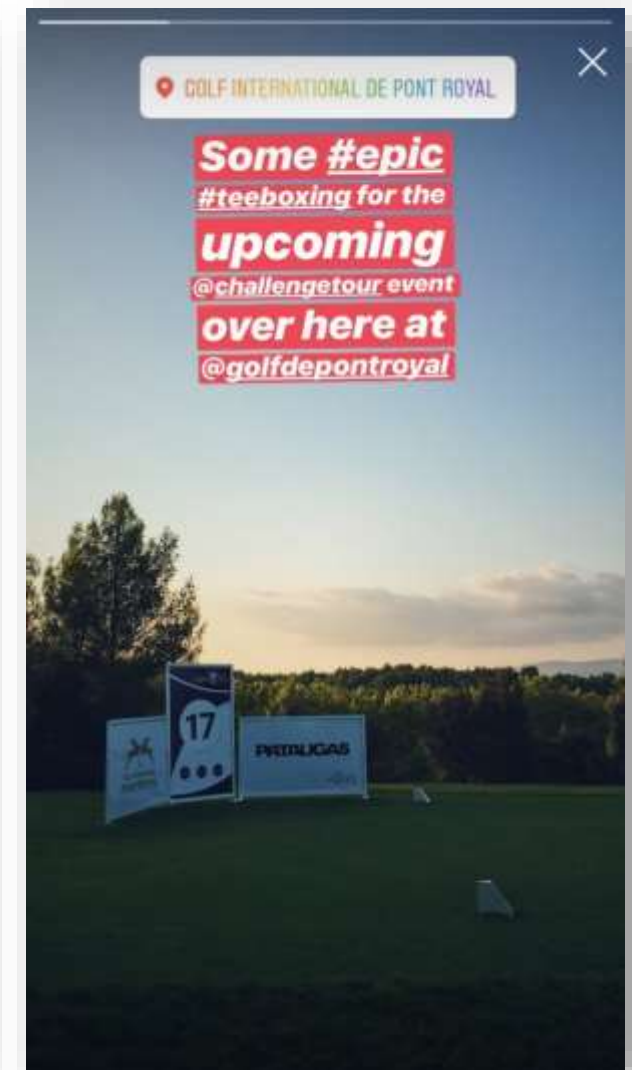
GOOD SUNDAYS – INSTAGRAM STORIES – PRO-AM

19th September 2018



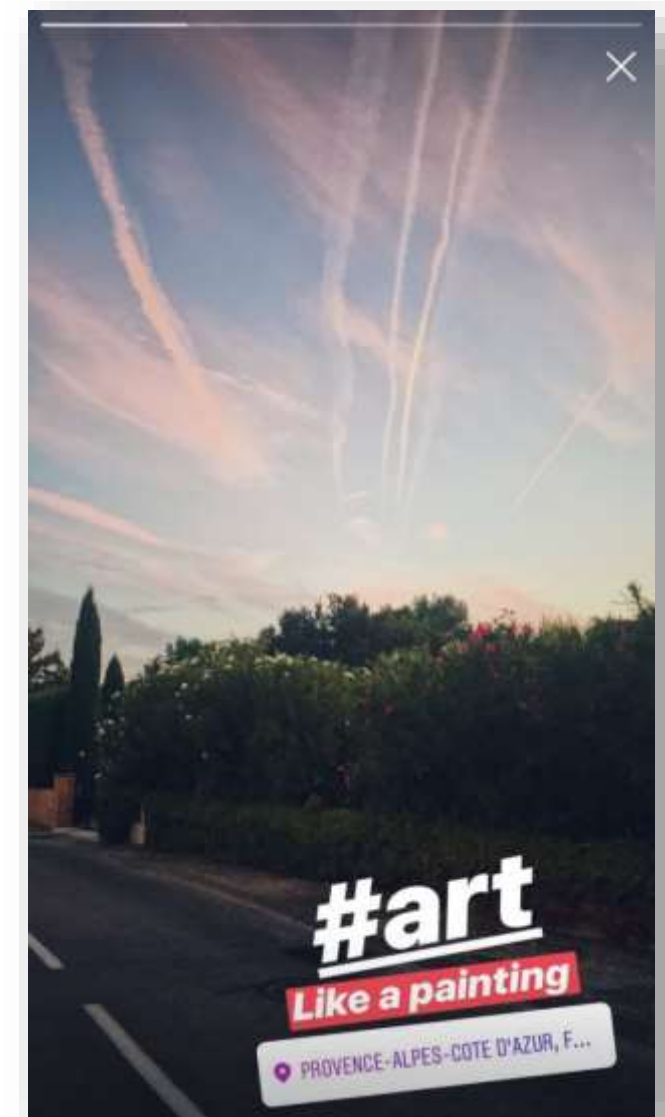
GOOD SUNDAYS – INSTAGRAM STORIES – PRO-AM

19th September 2018



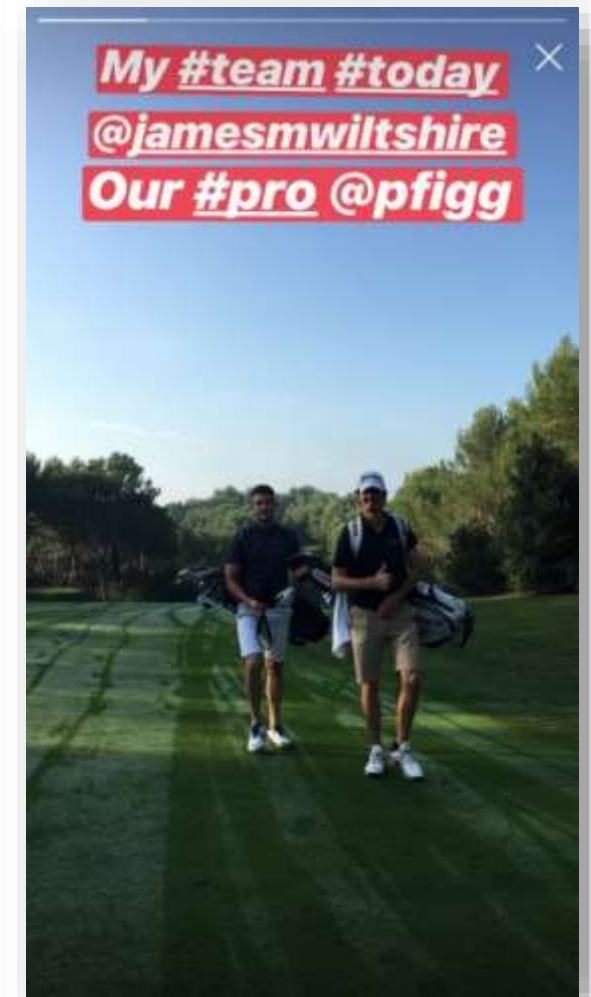
GOOD SUNDAYS – INSTAGRAM STORIES – PRO-AM

19th September 2018



GOOD SUNDAYS – INSTAGRAM STORIES – PRO-AM

19th September 2018



GOOD SUNDAYS – INSTAGRAM STORIES – PRO-AM

19th September 2018



GOOD SUNDAYS – INSTAGRAM STORIES – PRO-AM

19th September 2018



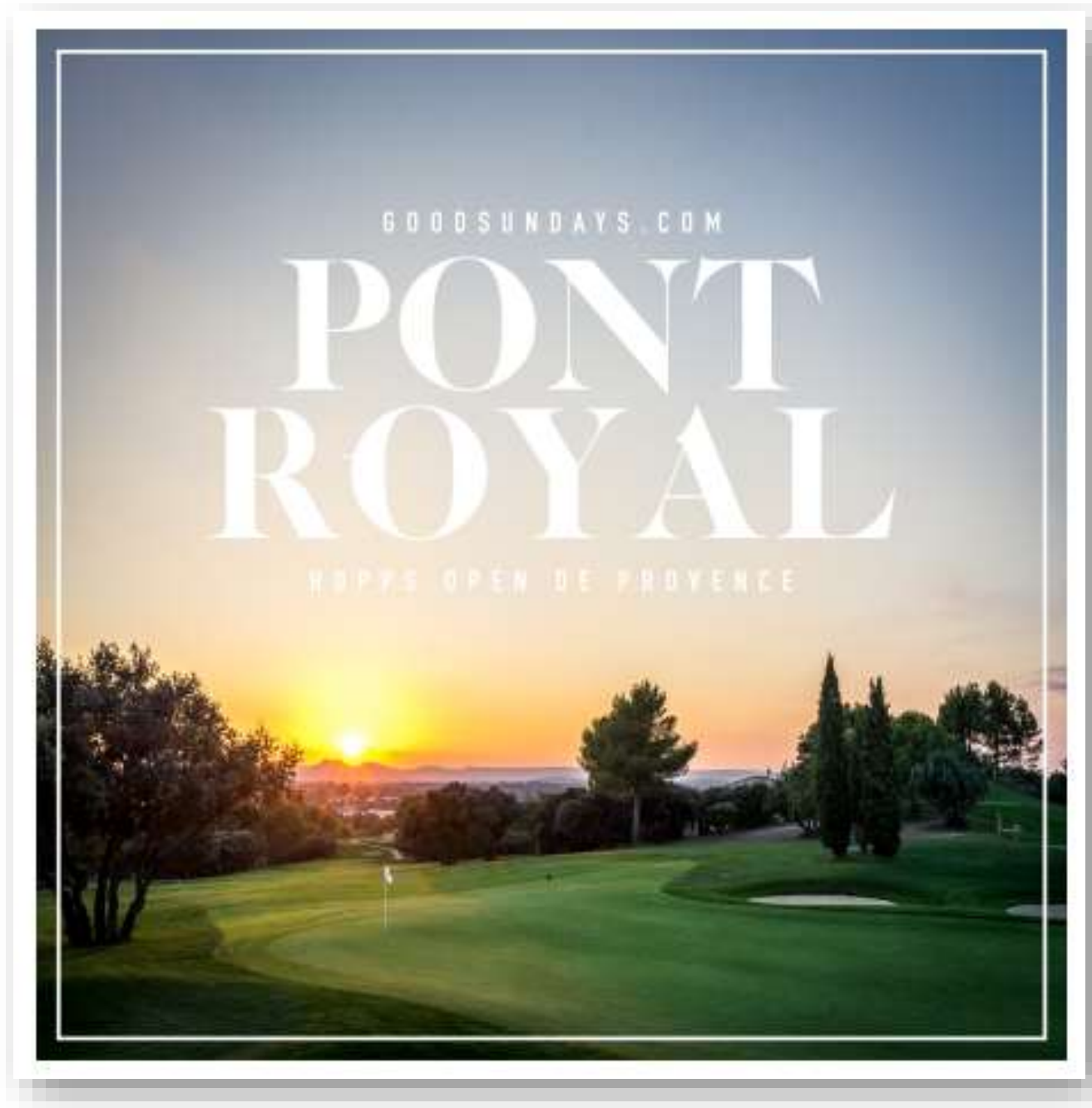
GOOD SUNDAYS – INSTAGRAM STORIES – PRO-AM

19th September 2018



GOOD SUNDAYS – WEBSITE BLOG

1st October 2018



AZALEA*

<http://goodsundays.com/pont-royal/>

JAMES WILTSHIRE – INSTAGRAM STORY – PRO-AM

19th September 2018



JAMES WILTSHIRE – INSTAGRAM POST

19th September 2018



JAMES WILTSHIRE – VLOG ONE – PRO-AM

25th September 2018



AZALEA*

<https://www.youtube.com/watch?v=0RRdgoiFuWA&t=851s>

JAMES WILTSHIRE– VLOG TWO – 3 IRON CHALLENGE

26th September 2018



AZALEA*

<https://www.youtube.com/watch?v=KyW4rkhSXAY&t=126s>

GOLF 365 – PREVIEW TOURNAMENT BLOG ONE


10th September 2018

Golf365HOMENEWSRYDER CUPMATT COOPER

[Golf365 intro](#)[European Tour](#)[US Tour](#)[LPGA Tour](#)[The 19th hole](#)[Golf breaks](#)

Golf365 Blog: Even Preparation is a Royal Challenge

BLOGS & OPINIONSSHAREfte



September 10, 2018

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France will be the focus of attention for the golfing world in September; but we will be battling it out for continental glory in Paris, Europe's lesser lights will be intense pressure as they look to give themselves a chance of a future Ryder Cup European Tour.

Golf365's Dave Bowers will be writing a series of blogs outlining what goes in competing in a Challenge Tour event. Here is his first offering...


Preparation is well under way in France, for a tournament that will shred competitors' herald tears of joy in equal measure.

And, while the event takes place in September, we're not looking at the Ryder Cup...

450-odd miles south of Le Golf National, at Golf International Pont Royal, for the Hopps Open de Provence, on the Challenge Tour.

But if you're looking for a Ryder Cup link, the course on which this event will be played is the only one in France designed by a man whose name is inextricably linked with the growth of the Ryder Cup: Severiano Ballesteros. What's more, Seve's son, Javier, is competing in the event.

The Hopps Open de Provence takes place from September 20-23 - just a little more than a week before the biennial classic in Paris - and for those involved, whether player or club official, the pressure will feel just as great as that at the Ryder Cup.




The Challenge Tour pros are running out of events to secure the necessary points to claim a top place in the Road to Ras Al Khaimah to guarantee full playing rights to the 2019 European Tour International schedule, while the host club is already stretching every metaphorical sinew to ensure everything is in place and nothing is left to chance. Just because they can safely expect around 65,000 fewer fans than at the Europe v USA 'whoop-fest', doesn't mean they can lower standards accordingly.

This stepping stone to the big time - think EFL Championship to the European Tour's Premier League - is named the Challenge Tour for a reason, as Pont Royal's greenkeeping staff have discovered.

Their biggest challenge currently is ensuring the course is well watered as the sun continues to pound down. Green fingers are required to win the daily battle to defeat nature's intention of turning everything brown. And, in advance of the tournament, the team is changing - manicuring, might be a better word - the rough, in both shape and length, and ensuring the recently refilled bunkers are a universal depth and strong yellow colouring.

Additionally, a new bunker has been constructed on the eighth fairway to catch out attempts to

empty the substantial dog-leg right.



The greens are currently running at 10 but will be up at 13-14 on the stimp meter by the time the tournament tees off - that's the same sort of speed as the Masters, so the Challenge Tour is not for the faint-hearted. And certainly not for your average Sunday hacker like yours truly.

Working towards that target, which will require the grass to be around 3mm, is a tall order, but one with which head greenkeeper, Maxime Chabot, is familiar. He has vast experience of the course at Pont Royal, having been part of the team which built it between 1990 and 1992.

He explained: "We have 10 years of experience hosting the Masters 13, on the European Tour's satellite Alps Tour, so we know what is required to set up the course for the Challenge Tour. We have narrowed the fairways, which will be cut to 11mm, the 'first cut' will be 25mm, and the rough itself 50mm ... and, appropriately, quite a challenge.

"Also, the undergrowth has been cleared through the wooded areas, while the lower branches of trees near the fairway have been cut to allow pros who stray offline to be able to shape a shot - just like Seve, who was the master of recovery. Oh, and the tee boxes will also be cut to 3mm, the same as the greens."

Golf's not all about hitting a ball, with a stick, into a hole...

GOLF 365 – PREVIEW TOURNAMENT BLOG TWO

17th September 2018


Golf365

HOME NEWS RYDER CUP MATT COOPER

[Golf365 intro](#) [European Tour](#) [US Tour](#) [LPGA Tour](#) [The 19th hole](#) [Golf breaks](#)

Golf365 Challengers are leading to France

BLOGS & OPINIONS




September 17, 2018

1 SHARE

Golf365's Dave Bowers is writing a series of blogs about competing in a Challenge Tour event. This is the first in the series.

Challenge Tour golfers often find their way into the 'bigger pool' of the Ryder Cup.

As such, the Road to Ras Al Khaimah starts to appear skewed because the players' selection is based on the fact that Danish world number 115 Joakim Hansen (Streets? Road? Get it?)




Joachim B Hansen

His current points tally is nearly half as much again as that of Scandinavian Sebastian Soderberg, of Sweden, ranked 22nd in the recent Bridgestone Challenge has pushed him right up to the top of the list.

Both can rest assured they will have already done enough to secure playing rights to the 2019 European Tour International Scandinavian Challenge, to be played at Golf International Pont Royal, in France.

Other well-known names scheduled to test themselves on the course in France, include former BMW PGA Championship winner, who took up the sport after watching the legendary Spaniard in the 2016 Foshan Open champion Marcus Arncliffe, currently ranked 163rd in the world.

Oh, and Javier Ballesteros, the 28-year-old son of the legendary Seve Ballesteros, who is also a professional golfer.



Sebastian Soderberg

France will, of course, be the focus of the golf world later in September, when the Ryder Cup takes place 400-odd miles away near Paris. But the knock-on effect means interest in the Hopps Open de Provence has been intense. Volunteers are coming in from golf clubs across Provence and the local community has banded together to offer assistance.

Alain Rault, a director on Pont Royal's board, explained: "Most of the golf courses in Provence are involved by providing volunteers as course marshals. And we've invited them to play in a special tournament on the Monday after the completion of the event – that will be great fun after the tension of the professional event."

"We've had a great response, with more than 100 volunteers offering their services, and they will be easily recognisable in their smart uniforms. We've also received very generous financial support from the mayor of Mallemort (the nearest town) and help in managing the visitors, with off-site parking to cater for the anticipated crowds, who can enjoy free entry to the event across all four days."

And it's not just in the number of volunteers where the enthusiasm is palpable. Golfers have also been galvanised to get out on Seve's fairways.

Laurel added: "The course is fully booked the week before the event and the week after, because there is so much anticipation. It's the first time in more than 20 years that a top level European Tournament has been held in the south of France, so there is tremendous interest and some pride. Also, because it's just before the Ryder Cup we hope for some benefit from that."

Whether it's regional pride, the Ryder Cup ripple, or the Ballesteros effect, all Provençal roads are leading to Pont Royal on September 20. And, if you'd like to join them, accommodation options at the domaine are outlined on the club's website.

And golf fans can continue their French odyssey over the following two weeks, with the Junior Ryder Cup, which takes place at Disneyland Paris®, from September 24-25, and, of course, the big one, which tees off at Le Golf National, Paris, on September 28.

Picturesque Pont Royal

As can Finland's Kim Koivu (#208), Scotland's Liam Johnston (#230) – whose impressive victory in last weekend's Kazakhstan Open rocketed him into the top four – Wales' Stuart Manley (#197), and Italy's Lorenzo Gagli (#277), whose impressive 110,000 points minimum number of tournaments anybody else has played in!

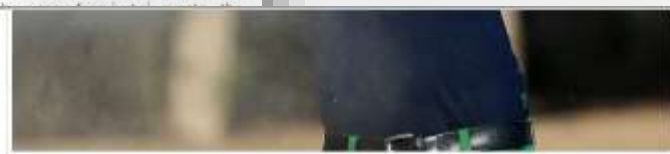
The next three or four can probably sleep soundly in their beds, definitely be looking over their shoulder nervously. And there's scheduled to tee off in Provence who could well put a cat among the pigeons.

Tom Lewis – ranked 163 in the European Tour's Race to Dubai, Bridgestone Challenge, and who shot to fame in 2011 after posting an Open Championship history at Royal St George's, leapt into tied-third finish in Kazakhstan.

Former Ryder Cup player Oliver Wilson – ranked 247 in Europe to recapture some of the fine form of his earlier career. In 18th Hoey, who was once inside the world's top 75, as was Ross McCall, Challenge Tour standings and is another who could sneak into remaining ahead of the Ras Al Khaimah Challenge Tour Grand Prix.

Other well-known names scheduled to test themselves on the course in France, include former BMW PGA Championship winner, who took up the sport after watching the legendary Spaniard in the 2016 Foshan Open champion Marcus Arncliffe, currently ranked 163rd in the world.

Oh, and Javier Ballesteros, the 28-year-old son of the legendary Seve Ballesteros, who is also a professional golfer.




Javier Ballesteros

The host country's challenge will be led by the Challenge Tour list – and Robin Sclot-Siegrist's interest will probably focus on Amaury Rosier, of Pont Royal.

Sometimes, those of us who love our golf lose ranking really are. If, for example, you were still be earning a damned good whack, playing name – at least in your own country. In individual terms, the challenge is a real test.

For most of the field at Pont Royal, the scene through the Alps Tour, whose Masters 13 event could do worse than seek out the advice of a fixture at the resort for 10 years.



Sebastian Soderberg

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GOLF 365 – SOCIAL PROMOTION – TOURNAMENT BLOG'S

Various dates



GOLF 365 – PRO-AM BLOG

20th September 2018



Golf365 Challenge Tour Blog: A golfer named Ballesteros

BLOGS & CRIMONS



September 20, 2018

SHARES 0

Golf365's Dave Bowers is writing a series of...

There's no need to ask anybody to point out Se...

There's a definite family resemblance; the hair...

Javier has just been presented with a painting...

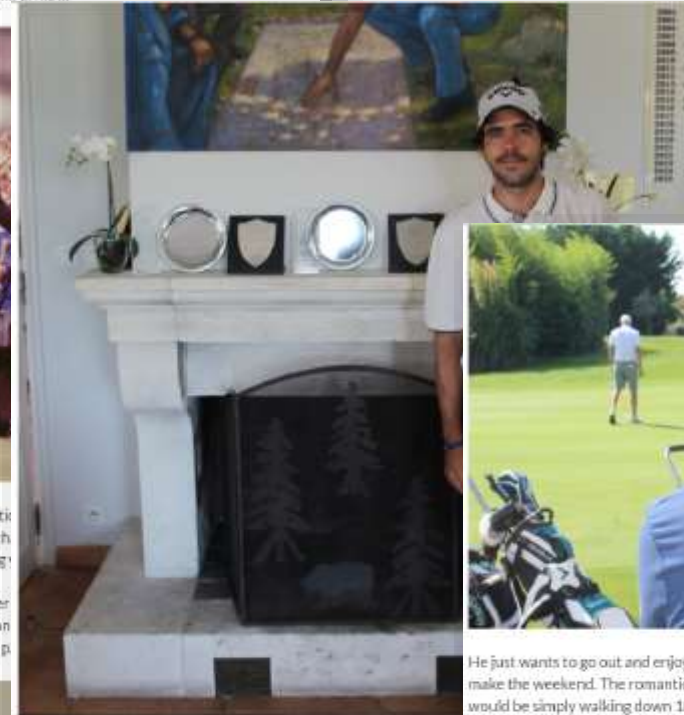
Ballesteros design in France.

His father, of course, belongs to that exclusive group of people whose individual skills lifted them above their contemporaries to a level that allows them to be recognised only by their first name: Seve; Jack Tiger; John, Paul, George and Ringo; Eric and Ernie ...



Indeed, so beloved was Seve among golfing fans - parti...

The 28-year-old has never scaled the heights his father...



As the lowest-ranked golfer in tomorrow's field, it's somewhat inco...

He was only too happy to pose for photographs and handled the re...

He stood patiently while the great and the good from the Tour, hos...

He just wants to go out and enjoy himself, he...

Much to the delight of club officials at Pont S...

And better and more knowledgeable golfers...

It will make for an interesting spectacle, not...

Pont Royal offers some wonderful Provence...

Quite a few of the members here have been...

Each fourball today appeared to have at leas...

What's also become a familiar sight this season on the Challenge Tour, is the presence of Dane...



I also witnessed the hugely impressive ball striking of Portuguese hopeful Pedro Figueiredo -

The conditions here will test these guys though. For four days the temperature is expected to hit 30...

GOLF 365 – DAY ONE TOURNAMENT BLOG

21st September 2018



Golf365 Challenge Tour Blog: The sights and sounds of Pont Royal

BLOGS & OPINIONS



September 21, 2018



Golf365's Dave Bowers is writing a series of blogs about competing in a Challenge Tour event. Here is the first...

Not for the greenkeeper and his team a relaxing day, but for the Hopps Open de Provence, the day would be a short one for the players.

I was reliably informed – naturally I was too busy with the golf buggies were driving slowly up opposite the clubhouse, improvising, in order to remove moisture from the grass.

Improvisation it may have been but it did the job. The rain played, with the temperature approaching 30°C.

hard to believe there was any moisture anywhere, as players, officials and spectators alike downed enough mineral water to sink the flagship of the French navy.



Joachim B Hansen

It didn't faze Road to Ras Al Khaimah leader Joachim B Hansen, who has led him to the top of the rankings. After the first day he led the leaderboard -7, with five players on -6.

At 28, Hansen is in the mid-age-range of golfers here. It was interesting to see amateurs – from both ends of the spectrum playing their trade here. Some of grey hair borne of living out of a suitcase or answering the same mail roll-up every week for the last 10 years...

Others looked as if they were taking their first steps in a career which would lead to a Ryder Cup. Indeed, one young man – I won't name him – looked as if he needed a note from his head teacher just to get time to display a piece of very natty headwear.

Much to the delight of the organisers there was a decent-sized crowd of spectators. Public car parks were full from quite early on in the morning. The nearby villages, or, as the French seem to do, just pull up on the village green.

Ah, the French. I'm an unabashed Francophile and am immersing myself in the culture here. This morning for breakfast we visited a local patisserie for a quick stop. Next to a local tradesman, a lady wielding five large baguettes and carrying gendarmes, whom we recognised from the police presence at the event here – and everybody nods amicably and says 'bonjour'.



For Sam Spade, read Ken's Alfie Plant, for this was he... And Zero, as downing it in one. It was, he admitted, hot out there but the name was alongside the figure -5 on the leaderboard outside the clubhouse. Happy with that.



Provence is wonderful – but I'm sure you don't need me to tell you that. The climate here is perfect for late-season Tour events such as this, and, if they so wished, post-round, the pros could venture into the village on the domaine, with its bars and restaurants, or enjoy a relaxing dip in one of the pools.

If they were feeling more energetic they could even head into Marseille for a nightclub, but why be a city boy, when you can relax in the ambience of a typical Provencal village on offer here at Pont Royal? I stayed here, with a relaxing glass of beer, watching an equally relaxing, colourful sunset over the nearby Alpilles (Little Alps). Red sky at night, Joachim's delight...

In all the classic American cop films the hero will be shown, at least once, in a dark bar, wondering where his life went off the rails.

After the first round here, I thought I may have wandered on to a bar not been well lit, and had the solitary figure at the end of the bar looking at the world on his shoulders instead of wearing a relaxed smile.

For Sam Spade, read Ken's Alfie Plant, for this was he... And Zero, as downing it in one. It was, he admitted, hot out there but the name was alongside the figure -5 on the leaderboard outside the clubhouse. Happy with that.



Alfie Plant

For the name's familiar so it should be, for Alfie was the winner of the silver medal, as the leading amateur, in the 2017 Open Championship. Now 26 and a pro, he's looking to fight his way on to the European Tour proper. And while victory here would pocket him a welcome 32,000 euros, he has more pressing matters on his mind.

Next week he starts qualifying school, for the second time, as he goes in search of the elusive Tour card. It's one of the most nerve-wracking experiences a golf pro can endure, so he could have been forgiven for nursing a whisky – yet, instead, the affable and likeable Alfie rejects my offer of something stronger in favour of another soft drink, and insists he's actually looking forward to Q school.

He knows a life-changing moment could be just days away and he's embracing the prospect. That's the mental strength that separates these guys from we hackers. I leave him looking far from lonely with a promise to meet up again in the clubhouse tomorrow and offer my best wishes for the second round.

'What a nice fella,' I say to my friend as we sit on the terrace overlooking the course. He was. And, over the past two days, I've come to think that of a lot of these guys. I'm actually going to be genuinely upset to see some of them pack their bags after missing the cut.

Check out the leaderboard at the Hopps Open de Provence [here](#).

GOLF 365 – DAY TWO TOURNAMENT BLOG

22nd September 2018

Golf365 Challenge Tour Blog: All set up for a Matt finish?

September 22, 2018

Dave Bowers is in France this week, taking in the 10th Open de Provence at Port Royal.

There was to be no happy ending for Seve's son, Javier, at Golf International Port Royal.

He failed to make the cut in the Hopps Open de Provence on a golfing level, he'd enjoyed his visit.

"It wasn't that tough, I just made it tough," he smiled.

While he won't be seeing it up at the weekend there will be what's expected to be another decent crowd. What's more, at the top of the leaderboard, with Romain Langasque, in the back.

Langasque's successful birdie putt on the ninth hole, his last day's largest gallery. But even that wasn't the biggest drama (yet): Swinton's 40-year-old Matt Ford, who set a new to 80, featuring 10 birdies and an eagle to hold the lead at 15-lowest professional round of his career.

One of the larger galleries of the day hardly moved at all, so spot for spectating as it is located alongside the ninth green call it Port Royal's 'unhinged' corner ...

It comprised a large number of schoolchildren who seemed captivated by the golf on show. They are part of a programme locally to get youngsters interested in the game – and, on the evidence, it's already working.

They were dressed as you would imagine primary schoolchildren would: T-shirts and shorts and, thankfully – for the cones – sun-cream.

One young chap at the side of the 10th green was bemused and de one of the pros walking off lobbed him his ball. Another youngster

While kids wore the regulation T-shirts I was amused – it always do worn by the majority of other spectators. Most wore golf clothing, that when we're only spectating! One doesn't dress in a dinner jacket flick at the cove, or put up in all-whites to watch the cricket at Lord's. I think it's our subliminal way of telling everybody that 'I play too you appear has become increasingly 'street' in recent years.

More traditionally, on course – amazingly given the temperatures is somebody to play in plain-fours. Take a bow, Joel Sjöholm.

Anyway, I digress. If you want an insight into the personalities of or worse than seek out the company of the starter. At Port Royal, on 11 two – one on the first and the other on the 10th – and I spoke with

What surprised me was the edict from the Challenge Tour officials a 10:00 they are to be sent off at 8:40 (precisely, not a minute earlier – a minute later. And, if there is a hold-up in the group ahead which no couple of minutes late, that should be radioed through to the official

The reason for this is simple: they're on the clock from minute one. It's good to know that slow play is being monitored, although there were still rounds of more than five hours today and that frustrates most of the players as well as the spectators. Chop, chop chaps ...

The word schadenfreude could have been coined for the feeling one has as a spectator, watching a guy take 30 seconds of wiggling and deep breathing over the ball, only for it to arc into the water at the side of the green.

And talking of greenside water, back at the 10th, we've seen a confrontation. Not of the 'get in the hole' spectator sort, but of the 'get off me land' style. The lake which separates the 10th and ninth holes is home to a family of very handsome black swans. Get too close to them and they'll pull themselves up to their full height, stride on in the green, and have a quiet word with you.

They are striking and certainly the players appear more fascinated with them than anything else.

One who enjoys a picturesque view from the golf clubhouse and a hot drink to keep him on the beautiful view cooking away inside.

They're a pretty cosmopolitan crowd too: French, British, Dutch, German, Scandinavian ... I think I even heard a Russian accent on the terrace. It's all very friendly though and I would have been able to engage in a lot more conversation than simply "bonjour" had I paid more attention in my French classes at school. Let that be a lesson to you, kids!

I didn't need to hear his voice to recognise one of the patrons enjoying the bonhomie – the eyes gave him away. Thomas Levet popped in, maybe to see one of his proteges in action. He certainly wouldn't be disappointed to see four Frenchmen in the top 55.

But they're going to need to pull a lapin out of a chapeau, if they intend to haul in Matt Ford.

They're not the only residents of the dacha. The houses here are set way back from the they do all some developments elsewhere.

Check out the leader board at the Hopps Open de Provence here ...

GOLF 365 – DAY THREE TOURNAMENT BLOG

23rd September 2018



Golf365 Challenge Tour Blog: You can't help but love France

BY BENJAMIN



September 23, 2018

Mon dieu! What a day that was for a big crowd of French golf fans.

They thought their hero was going to be Romain Langasque who produced two – but, ultimately, it was his compatriot Victor Perez who needed in my Matt Ford, to lead by nine, on 12 under, going into the final day.

Perez was actually disappointed to bogey the 18th, for the second success of followers – the Hopps Open de Provence has emerged as one of the Top in 2018 – were more than happy.



They absolutely love their golf down here – and they're not the first thing this morning. In broken English – which is truly – that this course is designed to be played when the greens are what? This morning the greens were tricky and the mistral Valley – has announced itself into the day. On several holes creating hitherto unknown issues for golfers who had been

Some, like Perez, bloomed, others, such as Ford, found it all yesterday with a four-over par 76. But, to his eternal credit, charm personified talking to people afterwards. Maybe it's on the adrenaline of yesterday's display.

It did make me think, once more, how likeable and approachable certainly won't be a better golfer for having been with them, more of an appreciation of what it takes to become a professional. If you've not experienced a Challenge Tour event, you may not realise how far from the norm. Even Javier Ballesteros and Hansen pulled their own tricks, while some of the pros are fit these lads.

Not for them the luxury of a bag-man who can check distance level, for most at least, you're on your own. And competing, expect to splash out anything up to \$60,000 on travel, across the season. Being in the money every week is not a bonus.



Most of the pros I've spoken with this week are sharing here in the Pierres et Vacances village – and that helps accommodation to the practice area, and, with every 11 and pools – they don't need to splash out on a hire car, airport, it's not here getting a splendid tan at my expense.

As one, they've all said how much easier it makes life in the quiet for those of us who enjoy a golf trip away – maybe even when the Challenge Tour returns next in the splendid Tour-star Le Moulin de Verneque hotel, I resist a look around and it was, as they say in these parts.

If you're looking for a swan update I can tell you they're green. It turns out they have an egg in their nest which one of them had a lucky escape while preening as a ball into the bank before plopping back into the water. It is equivalent of 'what the hell?' before returning to us about the danger of projectiles, than the golfers do of birds.

And, talking of birds, not only did I see a majestic grey distance, what I am reliably told was a small eagle, who too.



Provence is certainly good for wildlife; apparently the course is also home to deer, an abundance of RED squirrels, some large hares, woodpeckers, and, that rarest of species, the contented member.

Looking ahead to the final day's play, we are expecting the mistral to return, which should, once again, make the course a completely different animal. And with the Seve Ballesteros design lending itself to the prospect of some very challenging pin positions there will be much whooping and gnashing of teeth, in equal measure, I suspect. Talking of teeth, I feel Perez has the bit between his now and I wouldn't be surprised to see him with the trophy at the cessation of hostilities.

My highlight of today, however, came early on at the first tee and will be one of my lasting memories of golf in France: a commensurate, resplendent in the branded puffa jackets they've all been supplied, taking aloft, a sign calling for aliens with his right hand, while his left, simultaneously, enabled him to munch on a very tasty looking croissant. You can't help but love France...

GOLF 365 – DAY FOUR TOURNAMENT BLOG

24th September 2018



Golf365 Challenge Tour Blog: Fitting end as Pont Royal crowns local hero

BLOGS & OPINIONS



September 24, 2018



Dave Bowers wraps up his week in France with the Hopps Open de Provence.

Former British Amateur champion Romaine La... inaugural Hopps Open de Provence, at Golf in round.

Lying joint fifth after the third round, the 23-y... Open Championship on his CV - overturned a... by three shots, on 15 under, from two Joels: Si



8:20 PM - Sep 23, 2018

46 See Challenge Tour's other Tweets

There was a different leader at the end of each day in this topsy-turvy event, which tends to support the view of the members here at Pont Royal, that the course is a completely different beast when the mistral blows.

Challenge Tour @Challenge_Tour

Congratulations @Lancalisse 🏆

The #OpenDeProvence champion

2:41 PM - Sep 23, 2018

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It was his first professional victory and, coming as it did speech, particularly when thanking his parents for their support it had given him - indeed, he had been folk through the second round when the locals realised he n



Challenge Tour @Challenge_Tour

"I had everything to win and nothing to lo... becoming the #OpenDeProvence champion

The affable Ford continued to play with a smile on his face despite six, six shots back. He showed impressive mental resilience or approach shot unfortunately rolled through the green, he almost bunker as he arrived to examine his lie.

He managed to quickly get all his clubs back in the bag and prod his birdie, suggesting he remained unfazed by his fall from grace putt from the fringe to rescue par and, smiling, said to his playe had a week to remember.



So has the host venue, Pont Royal. Previously the resort had hosted the Alps Tour, so this was a step up and officials handled it with aplomb. They even guaranteed four days of beautiful sunshine, the thermometer seldom dipping under 30 for the duration.

Perez was correct when he said the Tour was lucky to be playing in the south of France at this time of year. Imagine their chagrin had they been forced to endure the weather parts of the UK are currently experiencing.

It's the European Challenge Tour but it goes all over the planet now - and it even includes golfers from South America. That means some difficult names to pronounce for the starters, and particularly impressed with the performance by today's ma provided a phonetic guide to the names.

Russell, a Scot, and a member at Pont Royal, explained it was Ivor Robson and he had done research on the names and, when they first arrived on the tee. They're actually quite us incorrectly, he explained - so it must have made a pleasant is if Russell did call them correctly - I'm just assuming he di impressed with his intonation.

And all the players I spoke with were impressed with the co anticipated 20-under score. They all said the same thing: yo think about your shots. It was designed, of course, by Seve that honour - so we shouldn't be too surprised the emphasis strengths.



Spectators also enjoyed the whole experience; they certainly got value for money - it was free to watch and they got a home winner.

This was the first of what is scheduled to be a run of three Hopps Open de Provence, but I wouldn't be surprised if there were more. The crowds suggest the appetite is there among the population and the location is superb.

I hope to return next year and if you fancy taking a short break to see some very decent golf, there are two hotels and a holiday village on site here at Pont Royal, making it a perfect late summer getaway - oh, and the wine and cheese is superb around here, too.

And what about the black swans I hear you ask? It would seem both they and the competitors got away without any serious confrontation, although, even on the final day, there were some players putting nervously when in their vicinity. And if the swans don't get you the fish might - I saw one guy stop the backswing of his putt on the 18th because of the noise made by a carp leaping out of and back into the water. Don't they know it's disrespectful to catch flies when somebody is lining up a putt ...?

In summary



Media value Challenge Tour activation

£ 96,816



Thank you!

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