

2018



Activity report: January – June Media Evaluation

**AZALEA\***

# Contents

1. Executive summary
2. Media communications
3. Media coverage
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# 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 Communications



# Media communications

## Challenge Tour announcement

- 21st February 2018
- Distribution to EU golf and travel media



### TOUR STARS OF TOMORROW HEADING FOR PONT ROYAL

The European Challenge Tour, which has acted as a springboard for many current European Tour stars, will visit Pont Royal, in Provence, for the first time in September (20-23).

The stunning venue, which boasts the only Seve Ballesteros-designed course in France, had, for 10 years, hosted an Alps Tour Event, which had seen many of France's top golfers take part, including Jean-François Remésy, Raphaël Jacquelin, Grégory Havet, Michael Lorenzo-Vera, José-Filipe Lima, Victor Dubuisson and Alexander Levy.

Now, the Open de Provence by Hopps Group has been added to the Challenge Tour schedule with a purse of €200,000 put up by sponsor Hopps Group, a specialist in delivery, services and local communications, whose principal, Eric Paumier, is not only a member at Pont Royal but actually lives on the domaine.

The event will also be supported by Pierre & Vacances, which will be providing accommodation on site for both competitors and spectators.

Pont Royal's general manager, Jerome Laureti, said: "We are excited to welcome the Challenge Tour to Pont Royal. Down the years the venue has proved itself more than capable of having the infrastructure required to handle such an event, in addition, naturally, to having a golf course well suited to testing professionals and amateurs alike.

"It is a source of pride that our region is hosting the event and this is highlighted by the number of volunteer marshals who have already come forward from other golf clubs in the area. We hope that spectators will also take advantage to come along and see the stars of tomorrow on Pont Royal's fairways."

Launched in 1989, the Challenge Tour was designed to develop the next generation of professional golfers and has always provided a competitive environment and acted as a pointer for the future.

The current Race to Dubai holder, Tommy Fleetwood, is a graduate of the Challenge Tour, as are European Ryder Cup captain Thomas Bjorn, and seven Major winners, including Justin Rose and Henrik Stenson.

Alain de Soultrait, the director of the European Challenge Tour, said: "We are delighted to confirm that the Open de Provence by Hopps Group is joining our 2018 schedule. All the eyes of the golfing world will be on France in September and as part of the build up to the Ryder Cup we are holding our own tournament which will feature plenty of future stars.

"Golf International de Pont Royal is an excellent course and we have to thank all those involved at the highly-regarded venue for agreeing to host a Challenge Tour event. We must also thank Hopps Group, the French Federation and Pro Sports Events for helping us to get this new event up and running."



## World Golf Awards nomination

- 28th February 2018
- Distribution to EU golf and travel media



### **PONT ROYAL NOMINATED IN WORLD GOLF AWARDS**

Golf International Pont Royal – the venue for this year's Open De Provence by Hopps Group – has been nominated for the title of France's best golf course, in the 2018 World Golf Awards.

The stunning layout – the only Seve Ballesteros-designed course in France – opened in 1992 and has won wide acclaim for its sensitive design, taking golfers on a journey through pine woods and typical Provençal 'garrigue' (countryside).

And its inclusion in the nominees for the award pitches it up against some of the most prestigious courses in France, including two venues which have previously been crowned the best in Europe and a third which will host the Ryder Cup in September.

Pont Royal's general manager, Jerome Lauredi, said: "To be nominated for any award is always pleasing and to be listed alongside some of the best-known resorts in Europe is a great achievement and we are delighted to receive such a plaudit.

"It's also a wonderful reward for the hard work and dedication put in by the team at Pont Royal. Everybody is determined to give everything to make a visit to Pont Royal become a memorable experience, and, nominations like this, show it is paying dividends."

Many holes at Pont Royal are blessed with a plateau setting, offering stunning views to the Luberon and Alpilles mountain ranges. Technical shaping of shots is required to reach the true, slick greens, and visitors enjoy an interesting, wide variety of holes that form a smooth and seamless experience. It contains some tough holes – none more so than the 11th, where players face a 215-yard test across a steep rocky valley to a raised green.

Voting for the World Golf Awards is open now and runs until September 20, 2018. The gala awards ceremony will take place at the world-renowned La Manga Club, Spain, on November 3, 2018.

■ To vote for Pont Royal, visit the World Golf Awards website at [www.worldgolfawards.com/award/france-best-golf-course/2018](http://www.worldgolfawards.com/award/france-best-golf-course/2018).

[www.golf-pontroyal.com](http://www.golf-pontroyal.com)



# Media communications

## International media visit

- 15th June 2018
- Distribution to EU golf and travel media



### PONT ROYAL WELCOMES INTERNATIONAL MEDIA

Golf and travel journalists from across Europe's major golfing markets have visited Golf International Pont Royal, in Provence, in recent weeks as the resort showcased its European Challenge Tour venue and announced plans for further investment.

The Seve Ballesteros-designed course – the only one of its kind in France – opened in 1992 and was purchased by its members in 2001 as they looked to restore it to its original glory. Significant investment followed and the refurbished course and clubhouse played host to members of the media from France, Germany, Belgium, the Netherlands, Switzerland and the UK.

And first impressions proved overwhelmingly positive if the reactions of the first few journalists to look around are any indication.

Damian Bungart, editor of Germany's *GolfTime* magazine, said: "The trip to Pont Royal was a great experience. The course was in perfect shape and I really enjoyed the Seve layout, including the stunning mountain views. It's definitely a place I'd love to visit again."

*Golf Monthly's* content editor, David Taylor, added: "The course was in fantastic condition and presented a really good test of golf. The resort and hotel (Moulin de Vernègues) offered great food and a welcome relaxing haven away from the fairways."

A club spokesman said: "We are hugely proud of what we have achieved here at Pont Royal since the club was taken on by the members. We believe we have elevated the offering but we haven't shouted about it from the rooftops.

"We felt now was the time for us to invite members of the golfing and travel press and to say to them 'this is the new-look Pont Royal – and we welcome visitors from across the globe' – particularly at a time when we are set to host the Challenge Tour's Open De Provence by Hopps Group in September.

"We have been heartened by their positive comments which support our view that we have something special here in beautiful Provence."

Many holes at Pont Royal are blessed with a plateau setting, offering stunning views to the Luberon and Alpes mountain ranges. Technical shaping of shots is required to reach the true, slick greens, and visitors enjoy an interesting, wide variety of holes that form a smooth and seamless experience. It contains some tough holes – none more so than the 11th, where players face a 215-yard test across a steep rocky valley to a raised green.

Accommodation at the resort is offered in the four-star, 102-room [Moulin de Vernègues](#), part of the Châteaux & Hôtels Collection, or in apartments, villas and houses within the pedestrianised [Pierre & Vacances](#) village.

[www.golf-pontroyal.com](http://www.golf-pontroyal.com)

# Media Coverage



## TRAV MEDIA

26<sup>th</sup> February 2018

The screenshot shows a news article on the TravMedia website. The article is dated 26 Feb 2018 and is titled "Tour Stars of Tomorrow Heading for Pont Royal". The main text describes the European Challenge Tour's visit to Pont Royal, France, in September 2020-23. It highlights the course's design by Seve Ballesteros and lists several top European Tour stars who will be participating. The article also includes contact information for Dave Bowers and a list of attachments, including images of the golf course. The website's navigation bar includes links for Feed, Map, Network, Updates, Inbox, and Calendar. The article's sidebar on the left lists various content types for Pont Royal, such as Company Profile, Press Releases (1), Photos (1), Videos (0), HD Videos (0), and Calendar (0). The article's main text includes a "Create Cover Image" button, social media sharing icons, and a list of attachments (MED and LRG). The article's body text includes a "ENDS" section and a list of bullet points providing detailed information for journalists about the course, training centre, and accommodation options. The article concludes with contact information for Dave Bowers.

**TravMedia** United Kingdom  
The Travel Industry's Global Media Network

Newsroom Photos Videos Stories Journalist Alerts Submit

**Pont Royal**  
Company Profile  
Press Releases (1)  
Photos (1)  
Videos (0)  
HD Videos (0)  
Calendar (0)

**26 Feb 2018**

**Tour Stars of Tomorrow Heading for Pont Royal**

The European Challenge Tour, which has acted as a springboard for many current European Tour stars, will visit Pont Royal, in Provence, for the first time in September (20-23).

The stunning venue, which boasts the only Seve Ballesteros-designed course in France, had, for 10 years, hosted an Alps Tour Event, which had seen many of France's top golfers take part, including Jean-François Remésy, Raphael Jacquelin, Grégory Havret, Michael Lorenzo-Vera, José-Filipe Lima, Victor Dubuisson And Alexander Levy.

The Open de Provence will take place at our international Pont Royal, in Provence, from September 20-23, 2018.

[www.golf-pontroyal.com](http://www.golf-pontroyal.com)

**ENDS**

Press release written and distributed, on behalf of Pont Royal, by Azalea.

Information for journalists:

- The 18-hole course at Pont Royal is the only Seve Ballesteros-designed course in France.
- The club's 37-acre Durance Training Centre – the only one of its kind in the region – is just five minutes from the course and comprises a two-storey driving range, large putting green, a short-game practice area, and a 1,039-yard, six-hole course, featuring five par-three holes and one par-four. It also features a David Leadbetter Academy.
- The golf club at Pont Royal is located within the domaine of the same name, which also includes a pretty Provencal-style village, wooded areas, lakes, pools, bars, restaurants, and a tourist information office.
- Accommodation is offered in the four-star, 102-room Moulin de Vernégues, part of the Châteaux & Hôtels Collection, or in apartments, villas and houses within the pedestrianised Pierre & Vacances
- Pont Royal is ideally situated in the Commune of Mallermort, between Aix and Avignon, 30 minutes from the TGV stations and the Marseille-Provence and Avignon-Caumont airports, 90 minutes from Montpellier-Méditerranée Airport and a little more than two hours from Nice Airport.
- High-resolution imagery of Pont Royal can be downloaded from <http://bit.ly/PontRoyal>.

For further information on golf at Pont Royal, please contact Dave Bowers ([dave@theazaleagroup.com](mailto:dave@theazaleagroup.com)) on 0044 1730 711920.

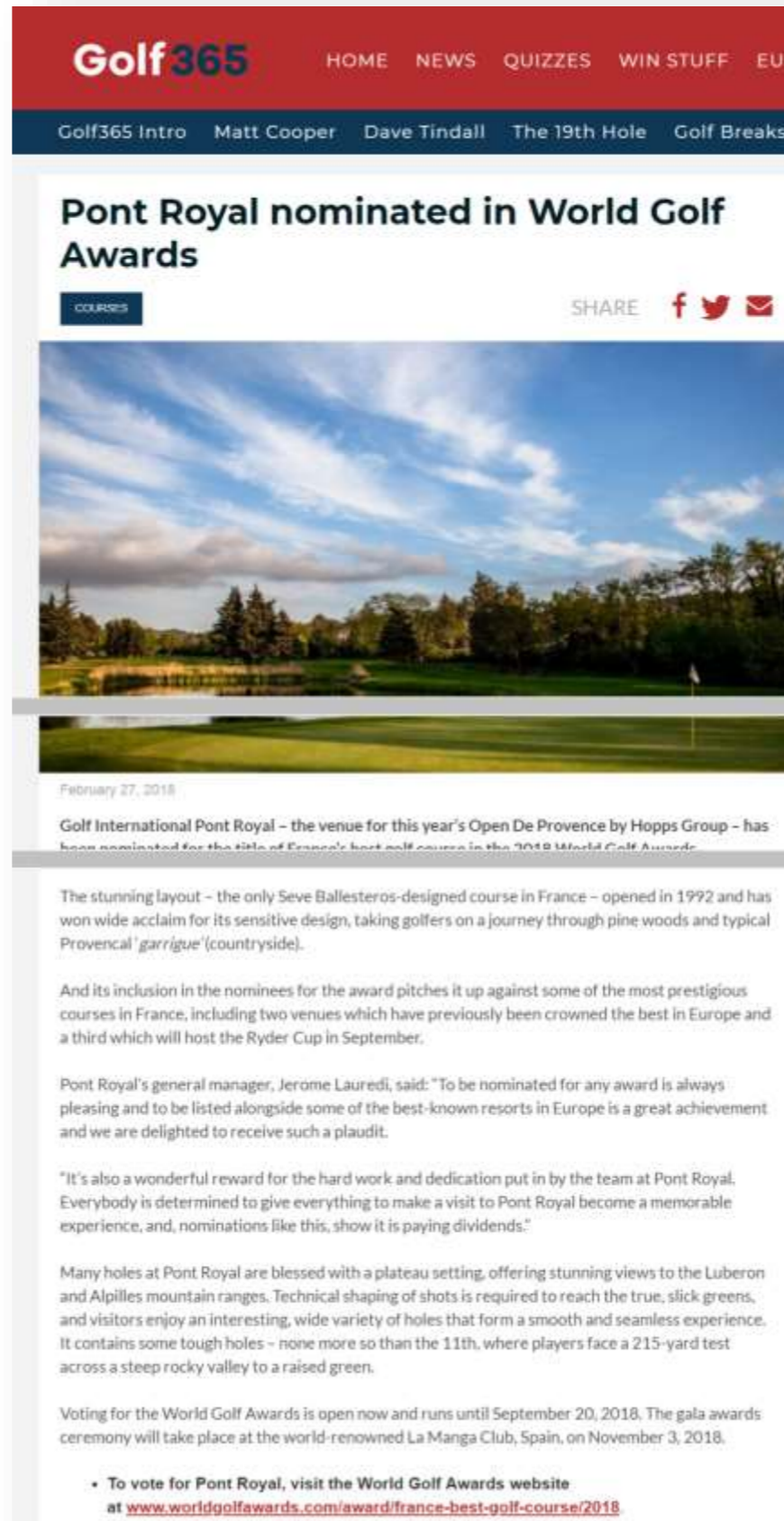
**Contact**  
Dave Bowers  
0044 (0)1730 711920  
[dave@theazaleagroup.com](mailto:dave@theazaleagroup.com)

**Attachments**  
Images  
MED LRG

## GOLF 365

27<sup>th</sup> February 2018

AZALEA\*



The screenshot shows a web browser displaying a page from Golf365.com. The page has a red header with the 'Golf365' logo and navigation links for HOME, NEWS, QUIZZES, WIN STUFF, and EUR. Below the header is a dark blue navigation bar with links for Golf365 Intro, Matt Cooper, Dave Tindall, The 19th Hole, and Golf Breaks. The main content area features the article title 'Pont Royal nominated in World Golf Awards' in bold black text. To the right of the title are social media share icons for Facebook, Twitter, and Email, and a 'SHARE' button. Below the title is a large, wide-angle photograph of a golf course under a blue sky with scattered white clouds. Underneath the photo is a date stamp 'February 27, 2018' and a short introductory paragraph: 'Golf International Pont Royal - the venue for this year's Open De Provence by Hopps Group - has been nominated for the title of France's best golf course in the 2018 World Golf Awards.' The main body of the article consists of several paragraphs of text. The first paragraph describes the course as a Seve Ballesteros-designed course in France, opened in 1992, and mentions its location in the Provence region. The second paragraph discusses the course's nomination for the World Golf Awards, comparing it to other prestigious courses in France. The third paragraph is a quote from Jerome Lauredi, the general manager of Pont Royal, expressing pride in the nomination. The fourth paragraph is another quote from the same manager, highlighting the team's dedication and the course's unique features. The fifth paragraph provides more details about the course's layout, including its plateau setting and the challenge of the 11th hole. The sixth paragraph mentions the voting period for the awards, which runs until September 20, 2018, and the location of the awards ceremony in La Manga Club, Spain. At the bottom of the article, there is a bullet point with a link to the World Golf Awards website for voting.

**Golf365** HOME NEWS QUIZZES WIN STUFF EUR

Golf365 Intro Matt Cooper Dave Tindall The 19th Hole Golf Breaks

### Pont Royal nominated in World Golf Awards

COURSES SHARE f t e

February 27, 2018

Golf International Pont Royal - the venue for this year's Open De Provence by Hopps Group - has been nominated for the title of France's best golf course in the 2018 World Golf Awards.

The stunning layout - the only Seve Ballesteros-designed course in France - opened in 1992 and has won wide acclaim for its sensitive design, taking golfers on a journey through pine woods and typical Provençal *'garrigue'* (countryside).

And its inclusion in the nominees for the award pitches it up against some of the most prestigious courses in France, including two venues which have previously been crowned the best in Europe and a third which will host the Ryder Cup in September.

Pont Royal's general manager, Jerome Lauredi, said: "To be nominated for any award is always pleasing and to be listed alongside some of the best-known resorts in Europe is a great achievement and we are delighted to receive such a plaudit.

"It's also a wonderful reward for the hard work and dedication put in by the team at Pont Royal. Everybody is determined to give everything to make a visit to Pont Royal become a memorable experience, and, nominations like this, show it is paying dividends."

Many holes at Pont Royal are blessed with a plateau setting, offering stunning views to the Luberon and Alpilles mountain ranges. Technical shaping of shots is required to reach the true, slick greens, and visitors enjoy an interesting, wide variety of holes that form a smooth and seamless experience. It contains some tough holes - none more so than the 11th, where players face a 215-yard test across a steep rocky valley to a raised green.

Voting for the World Golf Awards is open now and runs until September 20, 2018. The gala awards ceremony will take place at the world-renowned La Manga Club, Spain, on November 3, 2018.

- To vote for Pont Royal, visit the World Golf Awards website at [www.worldgolfawards.com/award/france-best-golf-course/2018](http://www.worldgolfawards.com/award/france-best-golf-course/2018)



# GOLF SOCIETY NEWS

27<sup>th</sup> February 2018



## TOUR STARS OF TOMORROW HEADING FOR PONT ROYAL

By **OLIVER D. SMITH**  
Published: 26 February 2018



The European Challenge Tour, which has been an integral part of the young players' careers for a number of years, will head to Pont Royal in February. The tournament is scheduled for 28-29 February (28-29).

The tournament, which began the early 1990s, is a 72-hole stroke-play event for 120 players, with a prize fund of £1,000,000. The tournament is a key part of the young players' careers, with many of the world's best players having won the tournament. The tournament is a key part of the young players' careers, with many of the world's best players having won the tournament.

Now, the Open de Provence is being held for the first time in the Challenge Tour schedule with a prize of £1,000,000 per year by 2018. The tournament is a key part of the young players' careers, with many of the world's best players having won the tournament.

The event will also be supported by the French government, which will be providing economic support to the tournament and its organizers.

Pont Royal's general manager, Jerome Lecomte, said: "We are excited to welcome the Challenge Tour to Pont Royal. Since the tournament has been held here, it has been a great success story for the region. We are looking forward to hosting the tournament again in 2018 and to seeing the young players' careers flourish. We are also looking forward to seeing the tournament's success story continue in the years to come."



"It is a source of pride for our region to host the event and to be part of the success story of the young players' careers. We are looking forward to seeing the tournament's success story continue in the years to come. We are also looking forward to seeing the tournament's success story continue in the years to come."

Launched in 1993, the Challenge Tour was designed to provide a platform for the young players' careers. The tournament is a key part of the young players' careers, with many of the world's best players having won the tournament.

The success story of the Challenge Tour is a testament to the young players' careers. The tournament is a key part of the young players' careers, with many of the world's best players having won the tournament.

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More facts are listed on the website. The tournament is a key part of the young players' careers, with many of the world's best players having won the tournament.

"The Open de Provence will take place in 2018 on the 28-29 February (28-29) at Pont Royal. The tournament is a key part of the young players' careers, with many of the world's best players having won the tournament."

[www.golf-international.com](http://www.golf-international.com)

## GOLF 365

22<sup>nd</sup> February 2018

AZALEA\*


The screenshot shows a web article from Golf365. The header includes the site logo and navigation links like HOME, NEWS, QUIZZES, WIN STUFF, and EURO. Below the header is a sub-navigation bar with links for Golf365 Intro, Matt Cooper, Dave Tindall, The 19th Hole, and Golf Breaks. The main article title is "Tour stars of tomorrow heading for Pont Royal". There are social media share icons for Facebook, Twitter, and Email. Below the title is a large photograph of a golf course at sunset. The article text discusses the European Challenge Tour's visit to Pont Royal in September, highlighting the course's history and the event's significance for the region. It mentions the course's designer, Seve Ballesteros, and lists several professional golfers who have played there. The article also notes the support from local businesses and the French Federation of Golf.

**Golf365** HOME NEWS QUIZZES WIN STUFF EURO

Golf365 Intro Matt Cooper Dave Tindall The 19th Hole Golf Breaks

### Tour stars of tomorrow heading for Pont Royal

SHARE f t e



February 22, 2018

The European Challenge Tour, which has acted as a springboard for many current European Tour stars, will visit Pont Royal, in Provence, for the first time in September (20-23).

The stunning venue, which boasts the only Seve Ballesteros-designed course in France, had, for 10 years, hosted an Alps Tour Event, which had seen many of France's top golfers take part, including Jean-François Remety, Raphael Jacquelin, Grégory Havret, Michael Lorenzo-Vera, José-Filipe Lima, Victor Dubuisson and Alexander Levy.

Now, the Open De Provence by Hopps Group has been added to the Challenge Tour schedule with a purse of €200,000 put up by sponsor Hopps Group, a specialist in delivery, services and local communications, whose principal, Eric Paumier, is not only a member at Pont Royal but actually lives on the Domaine.

The event will also be supported by Pierre & Vacances, which will be providing accommodation on site for both competitors and spectators.

Pont Royal's general manager, Jerome Lauredi, said: "We are excited to welcome the Challenge Tour to Pont Royal. Down the years the venue has proved itself more than capable of having the infrastructure required to handle such an event, in addition, naturally, to having a golf course well suited to testing professionals and amateurs alike.

"It is a source of pride that our region is hosting the event and this is highlighted by the number of spectators who will be taking advantage to come along and see the stars of tomorrow on Pont Royal's fairways."

Launched in 1989, the Challenge Tour was designed to develop the next generation of professional golfers and has always provided a competitive environment and acted as a pointer for the future.

The current Race to Dubai holder, Tommy Fleetwood, is a graduate of the Challenge Tour, as are European Ryder Cup captain Thomas Bjorn, and seven Major winners, including Justin Rose and Henrik Stenson.

Alain de Soultrait, the director of the European Challenge Tour, said: "We are delighted to confirm that the Open de Provence by Hopps Group is joining our 2018 schedule. All the eyes of the golfing world will be on France in September and as part of the build up to the Ryder Cup we are holding our own tournament which will feature plenty of future stars.

"Golf International de Pont Royal is an excellent course and we have to thank all those involved at the highly-regarded venue for agreeing to host a Challenge Tour event. We must also thank Hopps Group, the French Federation and Pro Sports Events for helping us to get this new event up and running."

Arguably the number-one course in the region, Pont Royal opened in 1992 and has won wide acclaim for its sensitive design, taking golfers on a journey through pine woods and typical Provencal 'garrigue' (countryside).

Many holes are blessed with a plateau setting, offering stunning views to the Luberon and Alpilles mountain ranges. Technical shaping of shots is required to reach the true, slick greens, and visitors

some tough holes – none more so than the 11th, where the Challenge Tour players will be faced with a 215-yard test across a steep rocky valley to a raised green.

\*The Open de Provence will take place at Golf International Pont Royal, in Provence, from September 20-23, 2018.

[www.golf-pontroyal.com](http://www.golf-pontroyal.com)



## GOLF MONTHLY

1<sup>st</sup> March 2018



# GOLF MONTHLY

5<sup>th</sup> March 2018

AZALEA\*

The screenshot shows a web page from Golf Monthly. At the top, there are social media icons and the site's logo. A navigation menu includes 'NEWS', 'DEALS', 'REVIEWS', 'TIPS', 'VIDEOS', 'MAJORS', and 'COURSES'. A banner for 'Perfect Mother's Day Gifts' is visible. The main article is titled 'Pont Royal Welcomes Challenge Tour In September' by Elliott Heath, dated March 1, 2018. The article text discusses the European Challenge Tour's arrival at Pont Royal in Provence, mentioning the Open de Provence by Hopps Group and the Pame & Vacances event. It also notes the Challenge Tour's history and lists past winners like Tommy Fleetwood and Justin Rose. A photo of a golfer is included with the caption 'Inclusive: Justin Rose is a graduate of the Challenge Tour'. A quote from Jerome Laurent, Pont Royal's general manager, is provided. Another photo shows a golf course at sunset. The article concludes with a quote from Alain de Souffred, the director of the European Challenge Tour.



## GOLF PUNK

5<sup>th</sup> March 2018

AZALEA\*



**GOLF PUNK** LATEST SWINGWIRENS PLAYERS EQUIPMENT FASHION

NEWS

Latest > Pont Royal Nominated in World Golf Awards

FEB 26TH 2018

### PONT ROYAL NOMINATED IN WORLD GOLF AWARDS

**For best course in France**


World Golf Awards



Golf International Pont Royal - the venue for this year's Open De Provence by Hopps Group - has been nominated for the title of France's best golf course, in the 2018 World Golf Awards.

The stunning layout - the only Seve Ballesteros-designed course in France - opened in 1992 and has won wide acclaim for its sensitive design, taking golfers on a journey through pine woods and typical Provencal 'garrigue' (countryside).

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## LE EQUIPE

5<sup>th</sup> March 2018

# AZALEA\*

The screenshot shows a news article on the L'ÉQUIPE website. The article is titled "The Open de Provence, new stage of the Challenge Tour" and was published on Monday, February 26, 2018, at 15:56. The article text states: "The Challenge Tour players will play the Open de Provence, from 20 to 23 September, at the Pont Royal International Golf Club (Bouches-du-Rhône). In total, France will host four stages of the second European division." Below the text is a photograph of a golf course with a sand trap in the foreground. A tweet from the Challenge Tour (@Challenge\_Tour) is also visible, mentioning the addition of the Open de Provence to the 2018 schedule. The tweet text reads: "It's the #OpenDeProvence: equipedia.com/fr/lechallenge...". Below the tweet is another photograph of the golf course. At the bottom of the article, there is a paragraph: "Organized the weekend before the Ryder Cup in Paris (28-30), the competition will be the fourth French stage of the Challenge Tour, after the Hauts-de-France Open (14-17 June), the Vaucluse Golf Challenge (19-21 July) and the Cordon Golf Open (August 30-September 2)."



## GOLF GURLS

2<sup>nd</sup> March



 **Pat Mullaly**  
@GolfGurls

Pont Royal Welcomes Challenge Tour In September - For the first time ever, Pont Royal will welcome the European Challenge Tour and the stars of tomorrow. Pont Royal Welcomes Challenge Tour In September The European Challenge Tour, which has helped som...  
[ow.ly/hZWf50gGLZc](https://ow.ly/hZWf50gGLZc)

 **Pont Royal Welcomes Challenge Tour In Septem...**  
golf-monthly.co.uk

12:19am - 2 Mar 2018 - Hootsuite

## GOLF FREEDOM

6<sup>th</sup> March 2018





## GOLF BUSINESS NEWS

7th March 2018



The screenshot shows the website for Golf Business News. The header features the logo "golfbusinessnews" with the tagline "Essential intelligence for the business of golf" and a navigation menu with links for Home, News, GOOD Directory, Diary, Contact GBN, and About GBN.Com. Below the header is a large image of a golf course at sunset. The main article is titled "Tour Stars Of Tomorrow Heading For Pont Royal" and is dated 11:07am 7th March 2018. The article text discusses the European Challenge Tour's visit to Pont Royal, France, in September 2018. It mentions that the venue, designed by Seve Ballesteros, has hosted an Alps Tour Event and will now host the Open de Provence by Hopps Group. The article also includes quotes from Jerome Lauredi, general manager of Pont Royal, and Alain de Soultrait, director of the European Challenge Tour. A small image of a golf course is included in the article. The article concludes with a link to the Pont Royal website.

### Tour Stars Of Tomorrow Heading For Pont Royal

11:07am 7th March 2018 - [Source: gbp](#)

The European Challenge Tour, which has acted as a springboard for many current European Tour stars, will visit Pont Royal, in Provence, for the first time in September (20-23).

The stunning venue, which boasts the only Seve Ballesteros-designed course in France, had, for 10 years, hosted an Alps Tour Event, which had seen many of France's top golfers take part, including Jean-François Remèsy, Raphaël Jacquelin, Grégory Havret, Michael Lorenzo-Vera, José-Filipe Lima, Victor Dubulsson and Alexander Levy.

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The event will also be supported by Pierre & Vacances, which will be providing accommodation on site for both competitors and spectators.

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"It is a source of pride that our region is hosting the event and this is highlighted by the number of volunteer marshals who have already come forward from other golf clubs in the area. We hope that spectators will also take advantage to come along and see the stars of tomorrow on Pont Royal's fairways."

Launched in 1989, the Challenge Tour was designed to develop the next generation of professional golfers and has always provided a competitive environment and acted as a pointer for the future.

The current Race to Dubai holder, Tommy Fleetwood, is a graduate of the Challenge Tour, as are European Ryder Cup captain Thomas Bjørn, and seven Major winners, including Justin Rose and Henrik Stenson.

Alain de Soultrait, the director of the European Challenge Tour, said: "We are delighted to confirm that the Open de Provence by Hopps Group is joining our 2018 schedule. All the eyes of the golfing world will be on France in September and as part of the build up to the Ryder Cup we are holding our own tournament which will feature plenty of future stars.

"Golf International de Pont Royal is an excellent course and we have to thank all those involved at the highly-regarded venue for agreeing to host a Challenge Tour event. We must also thank Hopps Group, the French Federation and Pro Sports Events for helping us to get this new event up and running."

Arguably the number-one course in the region, Pont Royal opened in 1992 and has won wide acclaim for its sensitive design, taking golfers on a journey through pine woods and typical Provencal 'garrigue' (countryside).

Many holes are blessed with a plateau setting, offering stunning views to the Luberon and Alpes mountain ranges. Technical shaping of shots is required to reach the true, slick greens, and visitors enjoy an interesting, wide variety of holes that form a smooth and seamless experience. It contains some tough holes - none more so than the 11th, where the Challenge Tour players will be faced with a 215-yard test across a steep rocky valley to a raised green.

The Open de Provence will take place at Golf International Pont Royal, in Provence, from September 20-23, 2018.

Top picture Hole 6 panoramas

Pont Royal [www.golf-pontroyal.com](http://www.golf-pontroyal.com)

# TODAY'S GOLFER

7th March 2018



The screenshot shows a web article on the 'Golfer' website. The article title is 'Challenge Tour heads to Pont Royal for first time', published on 27 March 2018. It features a large photograph of a golf course at sunset. The text discusses the European Challenge Tour's visit to Pont Royal, France, in September 2018. It highlights the venue's history, its status as a Seve Ballesteros-designed course, and the addition of the Open de Provence by Hopps Group to the tour's schedule. The article also mentions local support from Plem & Vacances and quotes from the venue's general manager, Jerome Laredo, and the director of the European Challenge Tour, Alain de Soufflet. A smaller photograph of a golf course is included with the caption 'Launched in 1989, the'. The article concludes with a quote from the venue's website and a link to the event page.

**Challenge Tour heads to Pont Royal for first time**  
Published 27 March 2018

The European Challenge Tour, which has acted as a springboard for many current European Tour stars, will visit Pont Royal, in Provence, for the first time in September (20-23).

The stunning venue, which boasts the only Seve Ballesteros-designed course in France, had, for 10 years, hosted an Alps Tour Event, which had seen many of France's top golfers take part, including Jean-François Remky, Raphael Jacquelin, Gregory Havet, Michael Lorenzo-Vera, José-Filipe Lima, Victor Dubuisson and Alexander Levy.

Now, the Open De Provence by Hopps Group has been added to the Challenge Tour schedule with a purse of €200,000 put up by sponsor Hopps Group, a specialist in delivery, services and local communications, whose principal, Eric Paumar, is not only a member at Pont Royal but actually lives on the domaine.

The event will also be supported by Plem & Vacances, which will be providing accommodation on site for both competitors and spectators.

Pont Royal's general manager, Jerome Laredo, said: 'We are excited to welcome the Challenge Tour to Pont Royal. Over the years the venue has proved itself more than capable of having the infrastructure required to handle such an event, in addition, naturally, to having a golf course well suited to testing professionals and amateurs alike.

'It is a source of pride that our region is hosting the event and this is highlighted by the number of volunteer marshals who have already come forward from other golf clubs in the area. We hope that spectators will also take advantage to come along and to see the stars of tomorrow on Pont Royal's fairways.'

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Challenge Tour was designed to develop the next generation of professional golfers and has always provided a competitive environment and acted as a pointer for the future.

The current Race to Dubai holder, Tommy Fleetwood, is a graduate of the Challenge Tour, as are European Ryder Cup captain Thomas Bjorn, and seven Major winners, including Justin Rose and Henrik Stenson.

Alain de Soufflet, the director of the European Challenge Tour, said: 'We are delighted to confirm that the Open de Provence by Hopps Group is joining our 2018 schedule. All the eyes of the golfing world will be on France in September and as part of the build up to the Ryder Cup we are holding our own tournament which will feature plenty of future stars.

'Golf International de Pont Royal is an excellent course and we have to thank all those involved at the highly-regarded venue for agreeing to host a Challenge Tour event. We must also thank Hopps Group, the French Federation and Pro Sports Events for helping us to get this new event up and running.'

Arguably the number-one course in the region, Pont Royal opened in 1982 and has won wide acclaim for its sensitive design, taking golfers on a journey through pine woods and typical Provencal 'garigue' (countryside).

Many holes are blessed with a plateau setting, offering stunning views to the Luberon and Alpes mountain ranges. Technical shaping of shots is required to reach the true, slick greens, and visitors enjoy an interesting, wide variety of holes that form a smooth and seamless experience. It contains some tough holes – none more so than the 11th, where the Challenge Tour players will be faced with a 215-yard test across a steep rocky valley to a raised green.

► The Open de Provence will take place at Golf International Pont Royal, in Provence, from September 20-23, 2018.

[www.golf-pontroyal.com](http://www.golf-pontroyal.com)



## GOLF HACKER

9th March 2018

AZALEA\*



### PONT ROYAL NOMINATED IN WORLD GOLF AWARDS

3/2/2018 0 Comments



Golf International Pont Royal - the venue for this year's Open De Provence by Hopps Group - has been nominated for the title of France's best golf course, in the 2018 World Golf Awards.

The stunning layout - the only Seve Ballesteros-designed course in France - opened in 1992 and has won wide acclaim for its sensitive design, taking golfers on a journey through pine woods and typical Provencal 'garrigue' (countryside).

And its inclusion in the nominees for the award pitches it up against some of the most prestigious courses in France, including two venues which have previously been crowned the best in Europe and a third which will host the Ryder Cup in September.

Pont Royal's general manager, Jerome Lauredi, said: "To be nominated for any award is always pleasing and to be listed alongside some of the best-known resorts in Europe is a great achievement and we are delighted to receive such a plaudit.

"It's also a wonderful reward for the hard work and dedication put in by the team at Pont Royal. Everybody is determined to give everything to make a visit to Pont Royal become a memorable experience, and, nominations like this, show it is paying dividends."

Many holes at Pont Royal are blessed with a plateau setting, offering stunning views to the Luberon and Alpilles mountain ranges. Technical shaping of shots is required to reach the true, slick greens, and visitors enjoy an interesting, wide variety of holes that form a smooth and seamless experience. It contains some tough holes - none more so than the 11th, where players face a 215-yard test across a steep rocky valley to a raised green.

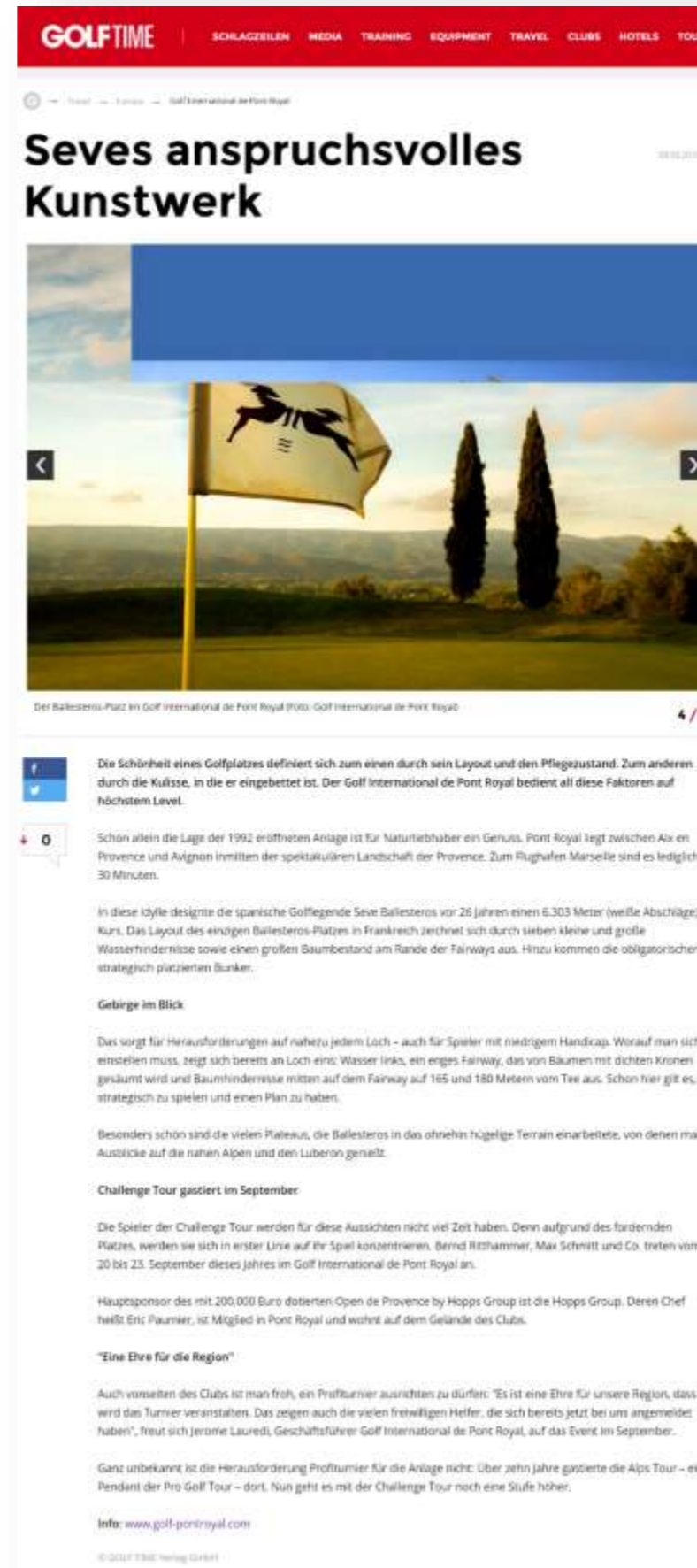
Voting for the World Golf Awards is open now and runs until September 20, 2018. The gala awards ceremony will take place at the world-renowned La Manga Club, Spain, on November 3, 2018.

To vote for Pont Royal, visit the World Golf Awards website at [www.worldgolfawards.com/award/france-best-golf-course/2018](http://www.worldgolfawards.com/award/france-best-golf-course/2018).

## GOLF TIME

9th March 2018

# AZALEA\*




**GOLFTIME** | SCHLAGZEILEN | MEDIA | TRAINING | EQUIPMENT | TRAVEL | CLUBS | HOTELS | TOURS

Home > France > Golf International de Pont Royal

## Seves anspruchsvolles Kunstwerk

28.02.2018



Der Ballesteros-Platz im Golf International de Pont Royal (Foto: Golf International de Pont Royal) 4/7

Die Schönheit eines Golfplatzes definiert sich zum einen durch sein Layout und den Pflegezustand. Zum anderen durch die Kulisse, in die er eingebettet ist. Der Golf International de Pont Royal bedient all diese Faktoren auf höchstem Level.

Schon allein die Lage der 1992 eröffneten Anlage ist für Naturliebhaber ein Genuss. Pont Royal liegt zwischen Aix en Provence und Avignon inmitten der spektakulären Landschaft der Provence. Zum Flughafen Marseille sind es lediglich 30 Minuten.

In diese idylle designte die spanische Golflegende Seve Ballesteros vor 26 Jahren einen 6.303 Meter (weiße Abschläge) Kurs. Das Layout des einzigen Ballesteros-Platzes in Frankreich zeichnet sich durch sieben kleine und große Wasserhindernisse sowie einen großen Baumbestand am Rande der Fairways aus. Hinzu kommen die obligatorischen, strategisch platzierten Bunker.

### Gebirge im Blick

Das sorgt für Herausforderungen auf nahezu jedem Loch - auch für Spieler mit niedrigem Handicap. Worauf man sich einstellen muss, zeigt sich bereits an Loch eins: Wasser links, ein enges Fairway, das von Bäumen mit dichten Kronen gesäumt wird und Baumhindernisse mitten auf dem Fairway auf 165 und 180 Metern vom Tee aus. Schon hier gilt es, strategisch zu spielen und einen Plan zu haben.

Besonders schön sind die vielen Plateaus, die Ballesteros in das ohnehin hügelige Terrain einarbeitete, von denen man Ausblicke auf die nahen Alpen und den Luberon genießt.

### Challenge Tour gastiert im September

Die Spieler der Challenge Tour werden für diese Aussichten nicht viel Zeit haben. Denn aufgrund des fordernden Platzes, werden sie sich in erster Linie auf ihr Spiel konzentrieren. Bernd Ritthammer, Max Schmitt und Co. treten vom 20 bis 23. September dieses Jahres im Golf International de Pont Royal an.

Hauptsponsor des mit 200.000 Euro dotierten Open de Provence by Hopps Group ist die Hopps Group. Deren Chef heißt Eric Paumier, ist Mitglied in Pont Royal und wohnt auf dem Gelände des Clubs.

### "Eine Ehre für die Region"

Auch vom Seiten des Clubs ist man froh, ein Profiturnier ausrichten zu dürfen: "Es ist eine Ehre für unsere Region, dass wird das Turnier veranstalten. Das zeigen auch die vielen freiwilligen Helfer, die sich bereits jetzt bei uns angemeldet haben", freut sich Jerome Lauredi, Geschäftsführer Golf International de Pont Royal, auf das Event im September.

Ganz unbekannt ist die Herausforderung Profiturnier für die Anlage nicht: Über zehn Jahre gastierte die Alps Tour - ein Pendant der Pro Golf Tour - dort. Nun geht es mit der Challenge Tour noch eine Stufe höher.

Info: [www.golf-pontroyal.com](http://www.golf-pontroyal.com)

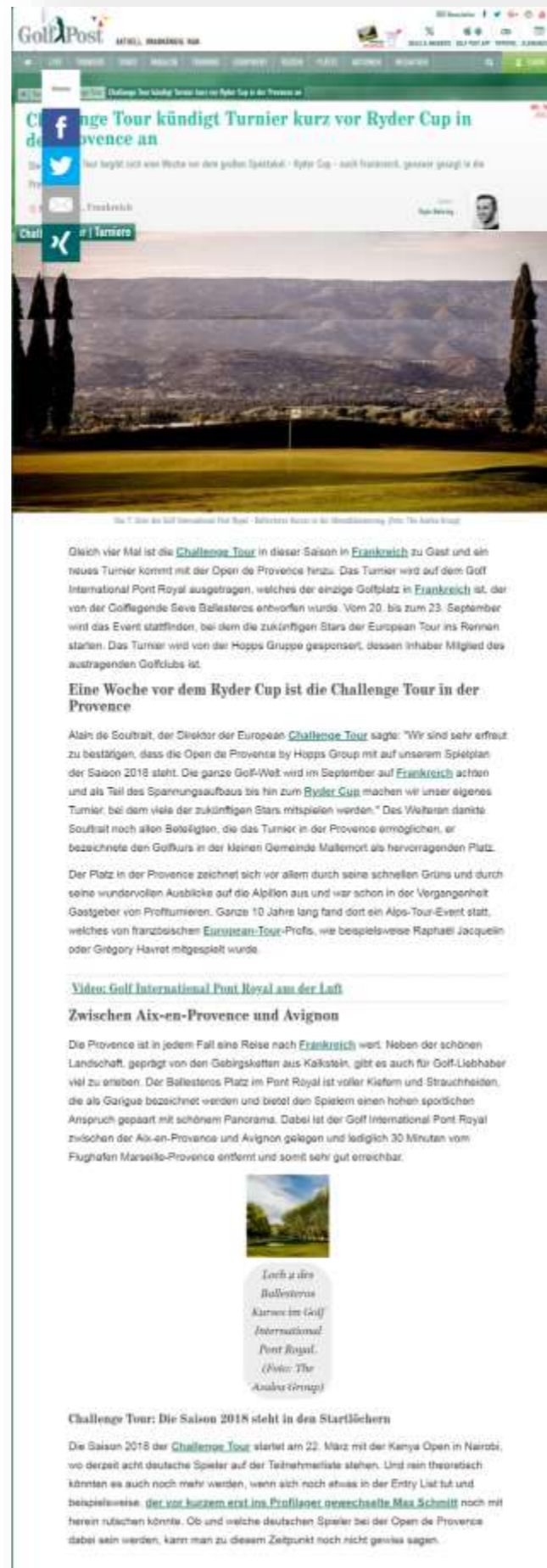
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## GOLFPOST.DE

12th March 2018

# AZALEA\*



The screenshot shows a web browser displaying a GolfPost.de article. The article title is "Challenge Tour kündigt Turnier kurz vor Ryder Cup in der Provence an". The main image is a landscape view of a golf course with a green and a flag in the distance, framed by tall cypress trees. Below the image, the article text is visible, starting with "Gleich vier Mal ist die Challenge Tour in dieser Saison in Frankreich zu Gast...". There is also a small video thumbnail and a caption: "Loch 2 des Ballesteros Karnes im Golf International Pont Royal. (Foto: The Azalea Group)".

### Challenge Tour kündigt Turnier kurz vor Ryder Cup in der Provence an

Gleich vier Mal ist die [Challenge Tour](#) in dieser Saison in [Frankreich](#) zu Gast und ein neues Turnier kommt mit der Open de Provence hinzu. Das Turnier wird auf dem Golf International Pont Royal ausgetragen, welches der einzige Golfplatz in [Frankreich](#) ist, der von der Golflegende Seve Ballesteros entworfen wurde. Vom 20. bis zum 23. September wird das Event stattfinden, bei dem die zukünftigen Stars der European Tour ins Rennen starten. Das Turnier wird von der Hopps Gruppe gesponsert, dessen Inhaber Mitglied des austragenden Golfclubs ist.

#### Eine Woche vor dem Ryder Cup ist die Challenge Tour in der Provence


Alain de Soutrait, der Direktor der European [Challenge Tour](#) sagte: "Wir sind sehr erfreut zu bestätigen, dass die Open de Provence by Hopps Group mit auf unserem Spielplan der Saison 2018 steht. Die ganze Golf-Welt wird im September auf [Frankreich](#) achten und als Teil des Spannungsaufbaus bis hin zum [Ryder Cup](#) machen wir unser eigenes Turnier, bei dem viele der zukünftigen Stars mitspielen werden." Des Weiteren dankte Soutrait noch allen Beteiligten, die das Turnier in der Provence ermöglichen, er bezeichnete den Golfkurs in der kleinen Gemeinde Mallemort als hervorragenden Platz.

Der Platz in der Provence zeichnet sich vor allem durch seine schnellen Grüns und durch seine wundervollen Ausblicke auf die Alpen aus und war schon in der Vergangenheit Gastgeber von Profturnieren. Ganze 10 Jahre lang fand dort ein Alps-Tour-Event statt, welches von französischen [European-Tour](#)-Profs, wie beispielsweise Raphael Jacquelin oder Gregory Havret mitgespielt wurde.

#### Video: Golf International Pont Royal am der Luft

#### Zwischen Aix-en-Provence und Avignon

Die Provence ist in jedem Fall eine Reise nach [Frankreich](#) wert. Neben der schönen Landschaft, geprägt von den Gebirgsketten aus Kalkstein, gibt es auch für Golf-Liebhaber viel zu erleben. Der Ballesteros Platz im Pont Royal ist voller Kiefern und Strauchheiden, die als Garigue bezeichnet werden und bietet den Spielern einen hohen sportlichen Anspruch gepaart mit schönem Panorama. Dabei ist der Golf International Pont Royal zwischen der Aix-en-Provence und Avignon gelegen und lediglich 30 Minuten vom Flughafen Marseille-Provence entfernt und somit sehr gut erreichbar.



Loch 2 des Ballesteros Karnes im Golf International Pont Royal. (Foto: The Azalea Group)

#### Challenge Tour: Die Saison 2018 steht in den Startlöchern

Die Saison 2018 der [Challenge Tour](#) startet am 22. März mit der Kenya Open in Nairobi, wo derzeit acht deutsche Spieler auf der Teilnehmerliste stehen. Und rein theoretisch könnten es auch noch mehr werden, wenn sich noch etwas in der Entry List tut und beispielsweise [der vor kurzem erst ins Profiflager gereichte Max Schmitt](#) noch mit herein rutschen könnte. Ob und welche deutschen Spieler bei der Open de Provence dabei sein werden, kann man zu diesem Zeitpunkt noch nicht genau sagen.

## PRO SPORTS MEDIA

26<sup>th</sup> April 2018

AZALEA\*

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### Every deal, every day

All the sports business deals as they happen throughout the day.

Posted: March 8 2018 | By: Tom Bassam | [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

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**Commonwealth Games:** The organising committee for **Gold Coast 2018** has announced **Facebook Australia** as the official social media partner of the event.

The social media giant has been working with Gold Coast to promote key marketing campaigns, drive ticket sales and engage the Games' workforce through the Facebook Workplace platform. Leading into the Games, Facebook will launch a content series featuring Australian athletes, and during competition the platform will connect Australians with their heroes via a customised Facebook Live studio on the Gold Coast.

"Having Facebook Australia onboard means the broader Commonwealth Games community are more connected than ever before, with platforms like Facebook and Instagram stories allowing Aussies everywhere to feel close to our athletes and share their experiences," said Gold Coast 2018 Commonwealth Games Corporation (GOLDOC) chairman Peter Beattie.

"GC2018 is only the third Commonwealth Games to use social media and will very much be a digital Games."

**Baseball:** Major League Baseball's (MLB) **Washington Nationals** have announced a five-year agreement to extend their partnership with **Entercom's 106.7 The Fan (WJFK-FM)**, beginning with the start of the 2018 MLB season.

**The European Challenge Tour** will visit Pont Royal, in Provence, for the first time after the **Open De Provence** was added to the European second-tier's schedule with a purse of €200,000 put up by sponsor Hopps Group.

#### THURSDAY'S BIG STORIES

1. **Arkady Dvorkovich replaces Vitaly Mutko in World Cup role**
2. **Tottenham's new stadium dials in Mitel as communications supplier**
3. **United Bid for 2026 World Cup refreshes leadership team**
4. **AWE secures US rights for Hays-Bellew rematch**
5. **Facebook appoints Matthew Henick to content role**



## THE GOSITE

26<sup>th</sup> April 2018

The screenshot shows a web browser displaying a news article on 'THE GO SITE BETA'. The navigation bar includes links for Dash, Feed, Interests, Find, and Create. A search bar contains the text '\*Email Address' and '\*Password', with a 'Log in' button and links for 'Forgot password?' and '30-Second Signup'. The article title is 'Pont Royal Welcomes Challenge Tour In September'. Below the title are social media sharing icons for Twitter, Facebook, and Email. The article text begins with 'For the first time ever, Pont Royal will welcome the European Challenge Tour and the stars of tomorrow. Pont Royal Welcomes Challenge Tour In September'. It describes the European Challenge Tour's visit to Pont Royal in Provence for the first time in 2018. The text mentions previous events like the Alps Tour and lists players such as Raphael Jacquelin, Grégory Havret, Victor Dubuisson, and Alexander Levy. It also notes the addition of the Open De Provence by Hopps Group with a €200,000 purse and mentions other sponsors like Pierre & Vacances. A quote from Jerome Lauredi, Pont Royal's general manager, expresses excitement about the event. The article concludes with a note that it appeared first on Golf Monthly.

**Pont Royal Welcomes Challenge Tour In September**

**For the first time ever, Pont Royal will welcome the European Challenge Tour and the stars of tomorrow. Pont Royal Welcomes Challenge Tour In September**

The European Challenge Tour, which has helped some current stars of the game, will visit Pont Royal in Provence for the first time in 2018.

Previously, the beautiful Seve Ballesteros-designed course held just Alps Tour events for 10 years which had quality players like Raphael Jacquelin, Grégory Havret, Victor Dubuisson and Alexander Levy competing. However, in September, the Open De Provence by Hopps Group has been added to the schedule with the sponsor putting up €200,000 for the purse.

Another sponsor, Pierre & Vacances, will also be involved providing accommodation for the players and spectators. The Challenge Tour was launched in 1989 and has acted as a launchpad to some of world class players like Tommy Fleetwood, Justin Rose, Henrik Stenson, and Thomas Bjorn.

Related: [Justin Rose What's In The Bag?](#)

Graduate: Justin Rose is a graduate of the Challenge Tour

Pont Royal's general manager, Jerome Lauredi, said: "We are excited to welcome the Challenge Tour to Pont Royal. Down the years the venue has proved itself more than capable of having the infrastructure required to handle such an event, in addition, naturally, to having a golf course well suited to testing professionals and amateurs alike. "It is a source of pride that our region is hosting the event and this is highlighted by the number of volunteer marshals who have already come forward from other golf clubs in the area. We hope that spectators will also take advantage to come along and see the stars of tomorrow on Pont Royal's fairways."

Pont Royal, opened in 1992, is arguably the best golf course in the region with its combination of pinewoods, and countryside.

It certainly is picturesque with several holes giving amazing views of the nearby Luberon and Alpilles mountain ranges.

Alain de Soultrait, the director of the European Challenge Tour, said: "We are delighted to confirm that the Open de Provence by Hopps Group is joining our 2018 schedule. All the eyes of the golfing world will be on France in September and as part of the build up to the Ryder Cup we are holding our own tournament which will feature plenty of future stars.

"Golf International de Pont Royal is an excellent course and we have to thank all those involved at the highly-regarded venue for agreeing to host a Challenge Tour event."

Don't forget to follow Golf Monthly on Facebook, Twitter and Instagram.

This article [Pont Royal Welcomes Challenge Tour In September](#) appeared first on [Golf Monthly](#).

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<http://www.golf-monthly.co.uk/news/pont-royal-welcomes-challenge-tour-september-...>

# NATIONAL CLUB GOLFER

21<sup>st</sup> May 2018



## Seve's French Test: Pont Royal

24 May 2018

Pont Royal: An attractive Provence course by Seve Ballesteros is complemented by four-star accommodation Seve Ballesteros' only design in France is the 18-hole course of Pont Royal that winds among pine woods and typical Provencal countryside. The golf club is located within a Domaine of the same name which also includes a pretty Provencal-style village, wooded areas, lakes, pools, bars, and restaurants. Pont...

challenge of shaping shots to reach the slick greens.

The course, which previously hosted an Alps Tour event for 10 years, opened in 1962 and has won wide acclaim for its sensitive design, taking golfers on a journey through pine woods and typical Provencal countryside.

The par-3 11th is worth the green fee alone. Golfers take a 270-yard shot across a steep, rocky valley to a raised green. It's pure theatre.

### Factfile

Pont Royal has been nominated for the title of France's best golf course in the 2018 World Golf Awards.

The golf awards ceremony will take place at La Manga Club, Spain, on November 1.

However, it's not just Pont Royal's course that's impressive. The club's 67,000 sqm Domaine Training Centre - the only one of its kind in the region - is just five minutes from the clubhouse.

It comprises a two-storey driving range, large putting green, a short game practice area, and a 1,000-yard, six-hole course, featuring five par three holes and one par four.

It also features a David Leadbetter Academy.



Accommodation comes in the form of the four-star, 102-room Moulin de Verrillan hotel, or the apartments, villas and houses within the pedestrianised Plains & Vallées village.

For more information, visit the Pont Royal website.



# TODAY'S GOLFER

24<sup>th</sup> May 2018

**CHALLENGE TOUR**

## Open de Provence by Hopps Group

### LES PROS À PONT ROYAL

À l'approche de la prochaine Ryder Cup, le Golf International de Pont Royal, à Mallemyr, entre Aix-en-Provence et Arles, accueillera, du 20 au 23 septembre, une toute nouvelle épreuve du Challenge Tour, baptisée Open de Provence by Hopps Group. Sur ce parcours dessiné par Severiano Ballesteros, le seul en France à porter cette signature, qui avait abrité une épreuve de l'Alps Tour pendant dix ans, les joueurs se partageront 200 000 €. Dans l'ordre du calendrier, il s'agit donc du quatrième et dernier tournoi français du Challenge Tour après les Hainauts de France Golf Open à Saint-Omer (14-17 juin), Le Vindreuil Golf Challenge (19-22 juillet) et le Condon Golf Open à Parnouf-Val-André (30 août-2 septembre).

...ourse by Seve Ballesteros is  
...ation Seve Ballesteros' only design  
...ont Royal that winds among pine  
...side. The golf club is located within  
...also includes a pretty Provencal-  
...ools, bars, and restaurants. Pont...

## GOLF MAGAZINE

May 2018



# GOLF WORLD

June 2018

**REGIONAL GUIDE**

## THE SOUTH

Europe's most cultivated and sun-kissed playground is also home to more than 150 golf courses, including the No.1 ranked resort in our *Golf World* Top-100.

**W**hile it's fair to say that many of France's better-known courses can be found in and around Paris – or even further north – southern France has enough top-quality courses and fringe benefits to attract even the most discerning golfer. For a start, there's the climate. Blessed with ocean sunshine

than the rest of the nation, the prime golf season in the south stretches from late April until early October. Then there's the cuisine. In this part of the world, the thrill of the golf is consistently matched by the sumptuous post-round dining options. You can't leave Provence without sampling *Bouillabaisse* (a fish soup/ stew), *paella* (usually flavoured with saffron), *Duck à l'orange* and the *païse de mouton*, a regional specialty of black sheep, capers, anchovies, garlic and olives that is usually served with saffron or *troussade*.

And finally, there's the views. Boasting well over 150 courses, a single year will only scratch the surface of all the region has to offer. To make a visit to the south

more manageable, our advice is to divide it into three distinct regions: Provence-Alpes-Côte d'Azur, Rhône-Alpes, and Midi Pyrénées Languedoc-Roussillon.

**Provence-Alpes-Côte d'Azur**  
If you're a frequent reader of *Golf World*, you'll know there are significant differences between the golf courses featured in our Top-100 Courses ranking and those featured in our Top-100 Resorts ranking. In many instances, a great resort golf course won't cut it in our rankings that focus solely on the quality of the golf course. There are exceptions to the rule, of course, and it just so happens that one of them can be found in the south-east corner of France.

Tour de France is No.1 in our Top 100 Resorts Continental Europe ranking. Its flagship course, the Chateau, is also ranked 14th in our Top 100 Courses Continental Europe ranking. Nestled in

unspoiled lush nature, the resort combines five-star accommodation with Michelin-star dining and world-class golf. The resort is part of the prestigious European Tour European portfolio, which gives it access to a wide range of consultancy services from expert agronomists. As a result, it's always immaculately maintained. "Tour de France is like an oasis in the south," says its General Manager, Christian Kopp. "An oasis which is overflowing to the south."

The resort boasts two Dine-Thousand-designed championship courses, both of which blend seamlessly into the existing landscape. The Chateau is the softer challenge and, as a result, is the choice for hosting professional events, while the Le France course is largely reserved for members and guests. Aside from the excellent variety of holes, the Chateau is characterised by constantly changing views – from mountains to valleys to

woodland to rivers to lakes and streams and, of course, the famous chateau itself. "Tour de France may be the jewel in the crown of the region, but it's by no means the only option. In fact, there are some 103 other courses in Provence-Alpes-Côte d'Azur. Take Dédale-Fregate, where superb Provençal cuisine and views can be enjoyed alongside stimulating Mediterranean views, superb golf courses and five-star accommodation.

"While in the region it would be fully not to visit Parc Royal in Malmont. Since Ballonnet's only design in France has lost its way on several occasions during the past couple of decades, but the resort is in the early stages of an impressive rearing that will see a complete renovation of the golf course, practice facilities and clubhouse.

The major attraction in Parc Royal is the views. The course looks out over the Alpes and Luberon, Durance Valley



**SOUTH**

**SOUTH**

and the mountains of Tignes. As you would expect from a five-star design there are plenty of do-or-die options and more than the occasional quirky hole – including the first, which slopes vertically from left to right and has a large tree in the middle of the fairway. The greens are quick and true, and several holes would make a claim to being the resort's signature. Stay on-site at the Minitas de Verpagnan hotel, not just for its two-night stay rate to the sea, but for the superb views, spa and included parking.

**Rhône-Alpes**  
This region is home to Evian and its fabulous resort, built to attract Europe's travelling elite more than 100 years ago. The Evian Resort Golf Club annually hosts the final stage of the ladies' season. Overlooking the shores of Lake Geneva and at the foot of the Alps, the course is characterised by sloping fairways, dramatic elevation changes and multi-level greens. Off the course, there are three impressive accommodation options – the exquisite five-star Royal Hotel, the four-star Evian Hotel and a beach, bar and breakfast in the centre of the academy, Le Mansard de Golf.

The remainder of the Rhône-Alpes collection is headlined by the Lyon area, home to a trio of outstanding courses in Lyon GC, Goussier and Sologny. If you play on something further afield, it's worth noting that the courses become more sparsely located and, therefore, require more careful planning to

experience them. Tignes, Arcs, Méribel, Courchevel, Les Gets, Three Valleys and Chamonix double up as ski resorts in the winter and golf resorts in the summer. The *aparis de* certainly becomes quite golf in the region's fabulous bars and restaurants.

**Midi Pyrénées Languedoc-Roussillon**  
For now, the area of land between the Atlantic and the Mediterranean in the southwest corner of France is known as Midi Pyrénées Languedoc-Roussillon.

**PAY A VISIT TO CARCASSONNE**  
Carcassonne is a UNESCO World Heritage site and a beautiful town with a rich history. It is a great place to visit and offers a unique experience. The town is built on a hillside and is surrounded by a double-walled city. The walls are made of brick and are still in good condition. The town is a great place to visit and offers a unique experience. The town is built on a hillside and is surrounded by a double-walled city. The walls are made of brick and are still in good condition. The town is a great place to visit and offers a unique experience.

We say 'for now' because the French government is still debating the name following a restructuring of France's regions a few years ago. In this region, popular with holidaymakers and expats attracted by the warm climate, picturesque towns and villages, excellent countryside, châteaux, manoirs and Mediterranean beaches, the countryside came from the Pyrenean mountains, beaches, the marshy Camargue and the Cévennes mountains.

The region is also home to almost 40 courses, the most northerly of which is Scallie. Carved out of an oak forest, its tight fairways and elevated greens demand pinpoint accuracy from the no-guns. To the south, Golf Club de Tignes is one of the premier golf attractions boasting city and mountain views. In the south of the Massif Central, Domaine de Moteyrie offers golf in a 100-year-old oak forest, an on-site hotel and cottages. On the Mediterranean coast, Robert Tron Jean Sola's La Grande Motte is worth a walking distance of the beaches of the seaside resort that bears the same name, while Cap d'Agde is an excellent Ron Foyon design with its very own Aston Course.

On the Catalan coast near Perpignan, Saucy Cypress resort boasts two courses, while in the Pyrenees, Domaine de Falga has an idyllic south-facing setting near the Spanish border. Nîmes Campagne, Nîmes Vauvert and Golf de Carcassonne complete the selection of high-quality courses. ®



# GOLFING

June 2018



**GREAT RESORTS**  
**PONT ROYAL**  
In the year of the Ryder Cup, discover Seve's only French layout.

**T**HERE has never been a better time to take the short flight to the south of France to tee it up at Golf International Pont Royal. The picturesque resort, with its views of the Luberon and Alpes mountain ranges, will play host to the Challenge Tour this season. The Seve Ballesteros-designed course will welcome Europe's rising professional stars as the Open de Provence by Hogen Group heads to the resort from September 20 to 23, just days before the Ryder Cup at Le Golf National in Versailles. However, the course should by no means be left for the sole enjoyment of the pros; casual golfers will fall in love with the sweeping views and enjoy the challenge of shaping shots to reach the slick greens. The par-5 11th is worth the green fee alone. Golfers face a 215-yard shot across a steep, rocky valley to a raised green. It's pure theatre. **R**

**FACTFILE**  
**1** Pont Royal has been nominated for the title of France's best golf course in the 2018 World Golf Awards. It's not just the world course that impresses. The luxury hotel complex includes a fitness spa and an 18-hole course. Accommodation comes in the form of the Résidence Vertigone hotel, in the apartment, villa and house, with the French Success village. [golf-pontroyal.com/en/](http://golf-pontroyal.com/en/)

**GOLFING** June 18

## IAGTO

20<sup>th</sup> June 2018

# AZALEA\*



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19 June 2018

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The Seve Ballesteros-designed course - the only one of its kind in France - opened in 1992 and was purchased by its members in 2001 as they looked to restore it to its original glory. Significant investment followed and the refurbished course and clubhouse played host to members of the media from France, Germany, Belgium, the Netherlands, Switzerland and the UK.

And first impressions proved overwhelmingly positive if the reactions of the first few journalists to kick around are any indication.

Damian Bungart, editor of Germany's GolfTime magazine, said: "The trip to Pont Royal was a great experience. The course was in perfect shape and I really enjoyed the Seve layout, including the stunning mountain views. It's definitely a place I'd love to visit again."

Golf Monthly's content editor, David Taylor, added: "The course was in fantastic condition and presented a really good test of golf. The resort and hotel (Moulin de Vernègues) offered great food and a welcome relaxing haven away from the fairways."

A club spokesman said: "We are hugely proud of what we have achieved here at Pont Royal since the club was taken on by the members. We believe we have elevated the offering but we haven't shouted about it from the rooftops.

"We felt now was the time for us to invite members of the golfing and travel press and to say to them 'this is the new-look Pont Royal - and we welcome visitors from across the globe' - particularly at a time when we are set to host the Challenge Tour's Open De Provence by Hoppe Group in September.

"We have been heartened by their positive comments which support our view that we have something special here in beautiful Provence."

Many holes at Pont Royal are blessed with a plateau setting, offering stunning views to the Luberon and Alpes mountain ranges. Technical shaping of shots is required to reach the true, slick greens, and visitors enjoy an interesting, wide variety of holes that form a smooth and seamless experience. It contains some tough holes - none more so than the 11th, where players face a 215-yard test across a steep rocky valley to a raised green.

Accommodation at the resort is offered in the four-star, 102-room Moulin de Vernègues, part of the Châteaux & Hôtels Collection, or in apartments, villas and houses within the pedestrianised Pierre & Vacances village.

**ENDS**

**About Golf International Pont Royal**  
*The 18-hole course at Pont Royal is the only Seve Ballesteros-designed course in France.*

*The club's 32-acre Durance Training Centre - the only one of its kind in the region - is just five minutes from the course and comprises a two-storey driving range, large putting green, a short-game practice area, and a 1,039-yard, six-hole course, featuring five par-three holes and one par-four. It also features a David Leadbetter Academy.*

*The golf club at Pont Royal is located within the domain of the same name, which also includes a pretty Provencal-style village, wooded areas, lakes, pools, bars, restaurants, and a tourist information office.*

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*Pont Royal is ideally situated in the Commune of Mallemort, between Aix and Avignon, 30 minutes from the TGV stations and the Marseille-Provence and Avignon-Caumont airports, 90 minutes from Montpellier-Méditerranée Airport and a little more than two hours from Nice Airport.*

*The region is well served for accommodation with excellent, competitively priced hotels and plus, while there are six Michelin-starred restaurants within 45 minutes of Pont Royal, and a wide selection of other eateries offering a wonderful variety of regional cuisine, from the Luberon down to the Mediterranean.*

*Wine is an everyday part of life in Provence and there is a wide variety from which to choose, with Provence Rose and rich red wines from the Southern Rhone, such as Châteauneuf-du-Pape, all easily accessible.*

*The region is steeped in history and culture - as well as sunshine. Provence was the first Roman provincia beyond the Alps; 600 years later it was under Spanish rule and was not willed to the king of France until the 16th century - all influenced the region in ways which may still be seen today.*

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*From the world-renowned white horses to the stunning flamingos and impressive black bulls, the Camargue - one of Europe's most cherished wetlands - is a breathtaking reminder of Provence's natural heritage.*

*High-resolution imagery of Pont Royal can be downloaded from here.*



## GOLF 365

15<sup>th</sup> June 2018

AZALEA\*

The screenshot shows a web article from Golf 365. The header includes the site logo and navigation links like HOME, NEWS, SCORES, MATT COOPER, and DAVE. Below the header is a secondary navigation bar with links for Golf365 intro, European Tour, US Tour, LPGA Tour, The 19th hole, and Golf breaks. The main article title is 'Sultans of Swing rock up for golfing fun at Pont Royal'. A 'SHARE' button with social media icons (Facebook, Twitter, Email) is visible. The article features a photograph of three people holding a trophy labeled 'PONT ROYAL SEVERIANO BALLESTEROS'. Below the photo is a date 'June 11, 2018' and a row of social media share icons. The text of the article describes a friendly annual golf contest between Goodwood GC and Pont Royal, featuring members of the Rock & Roll Hall of Fame. It mentions Dire Straits' keyboardist Guy Fletcher and John Illsley, and world-renowned record producer Glyn Johns. The article also notes that the team from Pont Royal and Goodwood were forced to return home with the Golden Boot, which is a tradition where the loser of the annual contest takes possession of the boot. The article concludes with a quote from David Payne, Pont Royal's vice-president, and a brief description of the golf course's challenging terrain. At the bottom, there is a link to the website www.golf-pontroyal.com.

**Golf 365** HOME NEWS SCORES MATT COOPER DAVE

Golf365 intro European Tour US Tour LPGA Tour The 19th hole Golf breaks

### Sultans of Swing rock up for golfing fun at Pont Royal

COURSES SHARE f t e

June 11, 2018

0 0 0 SHARES f t in e G+ e

Three members of the Rock & Roll Hall of Fame were Brothers in Arms at Golf International Pont Royal recently as Goodwood GC competed in a friendly annual contest against the host club in Provence.

Dire Straits' keyboardist Guy Fletcher, and John Illsley, who was a co-founder and bass player of the legendary band, were joined by world-renowned record producer and former Pont Royal member Glyn Johns, author of the best-selling *Sound Man* - a memoir of his time working with some of the world's top artists, including the Eagles, the Rolling Stones, the Who, Eric Clapton, Johnny Cash, Led Zeppelin, the Clash, and the Beatles.

But the trio failed to hit the right notes on the day as bragging rights went to the team from Pont Royal and Goodwood were forced to return home with the rather-less-than highly prized Golden Boot ... at least until the return match in West Sussex in October.

The Golden Boot contest between Pont Royal and Goodwood - a venue world-renowned for its Festival of Speed, racecourse and now as the location for the Rolls-Royce headquarters - was inaugurated by Johns and his friend and former club-mate in France David Payne, now Pont Royal's vice-president.

The teams play annually, at Pont Royal in the spring and at Goodwood in October, with the loser forced to take possession of the old, battered boot in-between times.

Payne said: "It's always a pleasure to welcome Glyn - who captains the visitors - and the rest of the team to Pont Royal. And, this year, we aging rockers were determined to get a picture of the three hall-of-famers with the golden boot, particularly as we won't get to see it again until at least October.

"I suppose you could say on this occasion they paid their money for nothing ... but their drinks were free," he smiled.

Many holes at Pont Royal are blessed with a plateau setting, offering stunning views to the Luberon and Alpilles mountain ranges. Technical shaping of shots is required to reach the true, slick greens, and visitors enjoy an interesting, wide variety of holes that form a smooth and seamless experience. It contains some tough holes - none more so than the 11th, where players face a 215-yard test across a steep rocky valley to a raised green.

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[www.golf-pontroyal.com](http://www.golf-pontroyal.com)



## INCENTIVE TRAVEL

18<sup>th</sup> June 2018



The screenshot shows a website for ITCM (Incentive Travel & Corporate Meetings). The navigation bar includes links for Home, News, Features, Show previews, Interviews, Blogs, Venue finding, Directories, Videos, and Media. The article title is "Pont Royal welcomes international media". The category is "Hotel" and it was published on Monday, 18 June 2018 at 12:15. The article features a group photo of people on a golf course. The text describes the resort's history, its Seve Ballesteros-designed course, and the positive feedback from international media.

Home > News > Hotel > Pont Royal welcomes international media

### Pont Royal welcomes international media

Category: [Hotel](#) Published: Monday, 18 June 2018 12:15



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The Seve Ballesteros-designed course - the only one of its kind in France - opened in 1992 and was purchased by its members in 2001 as they looked to restore it to its original glory. Significant investment followed and the refurbished course and clubhouse played host to members of the media from France, Germany, Belgium, the Netherlands, Switzerland and the UK.

And first impressions proved overwhelmingly positive if the reactions of the first few journalists to look around are any indication.

Damian Bungart, editor of Germany's GolfTime magazine, said: "The trip to Pont Royal was a great experience. The course was in perfect shape and I really enjoyed the Seve layout, including the stunning mountain views. It's definitely a place I'd love to visit again."

Golf Monthly's content editor, David Taylor, added: "The course was in fantastic condition and presented a really good test of golf. The resort and hotel (Moulin de Vernègues) offered great food and a welcome relaxing haven away from the fairways."

A club spokesman said: "We are hugely proud of what we have achieved here at Pont Royal since the club was taken on by the members. We believe we have elevated the offering but we haven't shouted about it from the rooftops."

"We felt now was the time for us to invite members of the golfing and travel press and to say to them 'this is the new-look Pont Royal - and we welcome visitors from across the globe' - particularly at a time when we are set to host the Challenge Tour's Open De Provence by Hopps Group in September. "We have been heartened by their positive comments which support our view that we have something special here in beautiful Provence."

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## IAGTO

19<sup>th</sup> June 2018

# AZALEA\*

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**ENDS**

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The club's 37-acre Durance Training Centre - the only one of its kind in the region - is just five minutes from the course and comprises a two-storey driving range, large putting green, a short-game practice area, and a 1,029-yard, six-hole course, featuring five par-three holes and one par-four. It also features a David Leadbetter Academy.

The golf club at Pont Royal is located within the domaine of the same name, which also includes a pretty Provencal-style village, wooded areas, lakes, pools, bars, restaurants, and a tourist information office.

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The region is well served for accommodation with excellent, competitively priced hotels and gîtes, while there are six Michelin-starred restaurants within 45 minutes of Pont Royal, and a wide selection of other eateries offering a wonderful variety of regional cuisine, from the Luberon down to the Mediterranean.

Wine is an everyday part of life in Provence and there is a wide variety from which to choose, with Provence Rose and rich red wines from the Southern Rhone, such as Châteauneuf-du-Pape, all easily accessible.

The region is steeped in history and culture - as well as sunshine. Provence was the first Roman provincia beyond the Alps; 600 years later it was under Spanish rule and was not willed to the king of France until the 16th century - all influenced the region in ways which may still be seen today.

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From the world-renowned white horses to the stunning flamingos and impressive buck bulls, the Camargue - one of Europe's most cherished wetlands - is a breathtaking reminder of Provence's natural heritage.

High-resolution imagery of Pont Royal can be downloaded from [here](#).



# LA DERNIERE HEURE

25<sup>th</sup> June 2018

AZALEA\*

20 SOCIÉTÉ



**Loisirs**  
PAR PHILIPPE LACOURT

## LA MISE AU VERT du golf de Pont Royal

**Seve Ballesteros a posé sa signature au coeur de la garrigue provençale**

«Cela sent bon la Provence !» Comment échapper à ce cliché aux parfums si spécifiques de cette région privilégiée de la France quand on pose, le sourire aux lèvres, pieds et... clubs de golf dans le domaine de Pont Royal ?

Situé dans la commune de Mallemort, entre Aix et Avignon, à trente petites minutes des gares et aéroports d'Avignon et de Marseille, le domaine de Pont Royal, connu de nombreux Belges car s'y est créé un village Pierre&Vacances, abrite aussi, et ce depuis 1992, un parcours de golf qui ne laisse personne indifférent. Il est vrai que son dessin est le fruit de l'imagination d'un champion d'exception au génie golfique sans pareil : Severiano Ballesteros.

La griffe instinctive du phénomène espagnol se retrouve tout au long d'un parcours qui, et c'est là l'un de ses charmes, s'imbrique totalement à l'environnement naturel.

Car si le plaisir des yeux est fidèle aux 18 trous, la consommation golfique de ces derniers, en alternant difficultés tactiques et techniques, suppose un grand appétit d'émotions et de sensations.

**SUR CES FAIRWAYS manucurés** à souhait par une armée de jardiniers spécialisés, les challenges sont effectivement très nombreux, tant la barre est haute placée, autant pour le joueur confirmé que le débutant. Sans oublier, lorsqu'il est de la... partie, la présence du vent, parfois taquin, comme la Provence peut souvent en témoigner.

Tous ceux qui, un jour, ont pris plaisir à défier ce golf, ont imprimé au fond de leur mémoire l'existence de deux véritables trous signature, le par 4 du 7 et le par 3 du 11, assurément les joyaux de la couronne de Pont Royal, avec pour décor magique, une vue panoramique sur le Lubéron et les Alpilles.

Cette sensation d'immensité, quel que soit le trou qu'il s'apprête à jouer, ne quitte jamais le golfeur émérite. Elle se retrouve aussi au centre d'entraînement

baptisé la Durance. Un parcours 6 trous d'une longueur de 950 mètres (5 par 3 et 1 par 4) idéal, aussi bien pour l'entraînement des joueurs confirmés que pour l'initiation des joueurs débutants avec, pour plus proches voisins, le canal de la Durance et une pinède aux senteurs de thym.

Ce centre d'entraînement se doit, pour les dirigeants du golf de Pont Royal, de se muer au plus vite comme son réservoir à futurs champions. L'enseignement du golf a, dès lors, été confié à deux entités bien spécifiques : l'Académie Golf de Pont Royal et l'Académie David Leadbetter, laquelle, pour assurer les progrès de ses élèves, fait appel à des outils pédagogiques à la pointe de la technologie.

**CETTE VOLONTÉ** d'inscrire leur magnifique parcours sur la scène européenne, voire mondiale, du golf a d'ailleurs poussé les dirigeants locaux à organiser, du 20 au 23 septembre 2018, le tournoi Hopps Open de Provence, épreuve du Challenge Tour Européen, la 2ème division du Golf en Europe. Quelques fines lames du top mondial ont déjà confirmé leur présence à la compétition, dont nombre de Belges pressés de défier ce géant de Provence.

Pour ceux de nos compatriotes qui se réjouiraient d'assister à ce spectacle tout en se donnant l'opportunité de jouer les 18 trous avant ou après le tournoi, au niveau de l'hébergement, ils peuvent loger dans l'ensemble immobilier, géré par Pierre&Vacances, qui se compose de 650 appartements et d'un hôtel 3 étoiles de 56 chambres. Les plus nantis, eux, peuvent opter pour des nuitées au Moulin de Vernègues, situé à proximité du trou n°2, un hôtel-restaurant 4 étoiles de 36 chambres.

**Un tournoi du Challenge Tour aura lieu du 20 au 23 septembre**

**EN SAVOIR PLUS**

Domaine de Pont Royal Tél. : 00 33 (0) 4 90 57 40 79  
Mail : info@pontroyal.com - Site internet : www.golfpontroyal.com

» Tous les trous du parcours de Pont Royal offrent une vue imprenable sur les montagnes du Lubéron et des Alpilles. © DR

**Les trésors (pas) cachés de la Provence**

On ne vous fera pas l'injure de préciser que la Provence, outre un nombre conséquent de golfs au renom bien établi, abrite aussi une multitude de sites à visiter. Comme très proches voisins, l'ensemble de Pont Royal, comptabilise ainsi, la ville historique d'**Aigues-Mortes**, la cité médiévale d'**Avignon**, capitale historique de la Provence, la **Basilique Notre Dame de la Garde**, qui offre des vues exceptionnelles sur le port de Marseille, le **parc national de Camargue**, foulé au quotidien par ses chevaux blancs et ses flamants roses, le village de **Chateaufort-du-Pape**, dont le vin est mondialement connu, le **parc naturel du Lubéron**, classé par l'Unesco avec, telle une pépite, le village de **Gordes**, le célèbre **Mont Ventoux**, tant aimé et redouté des fans de cyclisme, le majestueux **Pont du Gard** et son aqueduc Romain, le **Théâtre Antique d'Orange** et, enfin, les **Gorges du Verdon** et ses promenades à couper le souffle.

Tous ces lieux qui participent au charme de la Provence se situent à un maximum de 60 kilomètres de Pont Royal, de quoi donc offrir au golfeur le plaisir de goûter à un 19<sup>e</sup> trou fait de magie visuelle et d'histoires de France...

Ph. L.





# Media Evaluation

In summary



**Media value January - June**

**£ 39,350**






# Thank you!

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**AZALEA** 

