

August 2018



Activity report: Golf International Pont Royal

AZALEA*

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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

Golden Boot Rock & Roll event

- 11th June 2018
- Distribution to EU golf and travel media



Sultans of Swing rock up for golfing fun at Pont Royal

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 as 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.

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.

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 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.

Accommodation at the resort is offered in the four-star, 102-room [Moulin de Vernègues](#), part of the

Media communications

Provence Golf Pass

- 29th August 2018
- Distribution to EU golf and travel media



SEVE'S PONT ROYAL IS NOW A PASS MASTER

Visitors to Provence are now able to enjoy a lot more golf for their euro after Golf International Pont Royal signed up to the Provence Golf Pass, which offers savings of up to 30 per cent of tee-times in the region.

There are 24 partner golf courses affiliated to the pass in addition to the Severiano Ballesteros-designed championship course at [Pont Royal](#), which welcomes the Challenge Tour's Inaugural Hopps Open de Provence this month (September 20-23).

Among those where holders may benefit from reduced green fees are [Terre Blanche](#), [Golf de Dolce Frégate Provence](#), [Golf de Servanes](#), [Golf du Luberon](#), [Golf de Roquebrune](#), [Golf du Château de Taulane](#), and many more top-quality courses.

Seasonal passes – autumn/winter and spring/summer – are available in either two- or four-green fee formats, at courses of the golfer's choosing, offering as much as 30 per cent discount on normal green-fee prices, with a two-round pass starting at just €66.

Few, if any, can match Pont Royal for its accommodation and leisure options, however, making it the perfect base for any [Provence Golf Pass](#) holder. Its traditional Provençal-style *domaine* includes restaurants, bars, and shops, surrounding a village market square; water parks; a picturesque lake; and France's only Seve Ballesteros-designed golf course.

Its accommodation options are manifold, too, with the four-star, 102-room [Moulin de Vernègues](#), part of the Châteaux & Hôtels Collection, the three-star [L'Hôtel du Golf](#), or self-catering apartments, villas and houses within the pedestrianised [Pierre & Vacances](#) village.

And all of this lies within a region offering scenery which has inspired and entranced many of the world's greatest painters down the years. What's more, each pass purchase comes with a privilege card entitling the holder to a number of advantages and deals at partner hotels, restaurants, and leisure facilities.

Pont Royal's director of golf, Jerome Lauried, said: "The Provence Golf Pass is an ideal way for visitors to the region to enjoy a round on France's only Seve Ballesteros-designed course, take advantage of the accommodation options here on the *domaine*, and add in an extra round – or three – at other top-quality courses in Provence.

"This is very much an up-and-coming region in terms of French golf and the Provence Golf Pass is an excellent way of seeing it."

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

Challenge Tour preparation

- 30th August 2018
- Distribution to EU golf and travel media



PONT ROYAL IS UP FOR THE CHALLENGE OF TOUR VISIT

With less than four weeks to go until the Challenge Tour's inaugural Hopps Open de Provence, officials at the host venue, Golf International Pont Royal, are confident the venue will allow the Tour to live up to its name.

The Hopps Open de Provence takes place from September 20-23 – just a little more than a week before the Ryder Cup, in Paris – and the pros are running out of events to secure the necessary points to claim a top-15 place in the [Road to Ras Al Khaimah](#) to guarantee full playing rights to the 2019 European Tour international schedule.

Officials at Pont Royal are also under pressure as they look to ensure the Severiano Ballesteros-designed course – France's only Ballesteros design – will provide as tough a challenge as any on the Tour this season.

A club spokesman said: "The greens-staff are working overtime to ensure the course does not suffer in the heat we've been experiencing. But they're not just watering heavily, they're also fine tuning the course to provide a good test for the pros and to ensure a good spectacle for those who come along to watch."

The 'fine tuning' includes ensuring the first cut of rough, and then the rough itself, is of a consistent length and also refilling all bunkers on the course with a striking yellow sand. In addition, a new bunker has been constructed on the eighth fairway to catch out attempts to pre-empt the dog-leg.

What's more the intention is for the greens to be running at a lightning-quick 13-14 on the stimpmeter by the time the tournament tees off – the same sort of speed as the greens at Augusta National, when the Masters hits town.

More than 100 volunteers from golf clubs across Provence will take on marshalling duties for the duration of the event, as the anticipation for the visit of the Challenge Tour grows.

The spokesman added: "It's been some time since Provence hosted a professional golf event of this standing, so people are increasingly excited about it. And, as we're heading towards the end of the Road to Ras Al Khaimah we're hopeful there might be one or two well-known names in the field, as well."

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Media Coverage

GOLF OXYGENE

July 2018



Idéalement situé sur la commune de Mallemort, entre Aix et Avignon, à 30 minutes des gares TGV et de l'aéroport Marseille-Provence, le golf offre de superbes perspectives sur les Alpes et le Luberon, la vallée de la Durance et le massif de la Trévaresse.

La création du Golf International de Pont Royal a débuté en 1991 sur d'anciens terrains de chasse, de garrigues et de prés.

Il est l'œuvre de Severiano Ballesteros qui signe ainsi son unique parcours en France, inauguré par lui en compagnie de Marie-Laure de Lorenzi, en septembre 1992.

Pont Royal doit son nom à l'ancienne route royale qu'empruntait le « Bon Roi René » lors de ses chasses en Provence et dont une arche de pont est toujours visible sur la route d'accès au golf. L'orbite des deux têtes reprend une sculpture retrouvée dans l'ancienne chapelle du moulin.

Le projet a pu voir le jour grâce à la volonté de M.M. Ventre,

propriétaire du Moulin de Vernègues et Daniel Coste, maire de Mallemort, avec l'appui de Claude Roger Cartier, Président de la Fédération Française de Golf.

LE PARCOURS

Intégré au Domaine de Pont Royal qui compte 183 hectares et réalisé sur un terrain calcaire, sous l'œil du maître d'œuvre délégué David Krause qui en sera le premier directeur, le parcours s'inspire des itinéraires techniques américains en abandonnant les mélanges de graminées

spéciales au profit de sennescs uniques plus résistantes, mieux adaptées à la pratique du jeu et qui croissent sur un substrat de sable. Ainsi sur le parcours de Pont Royal la formule des « greens » et des zones de départ est simple: 100% pennons. Les fairways sont composés de 25% de ray-grass et 75% de fétuque. La patte malicieuse de Ballesteros se devine tout au long d'un parcours, par ailleurs parfaitement intégré à l'environnement naturel, alternant difficultés tactiques et techniques. Que de challenges ! La barre est haut placée, mais

réduites conditions d'ce qui s'est tenu du vert Deux trous Trou n° 7 (le trou n°1) près de 200 de Pont Ro le point de y le Luberon sublime.

Le trou n° angle droit mistral le pouront te drive, de ce dessus du la profondeur drive joué a laisser un long et dif double-plan des bunkers Le trou n° sionnant. Sa carte prota Alpes, il rétrovoce de eu la chanc



A gauche du green, la falaise, un ravin, une sacrée distance à parcourir, il faut tester d'attraper un coin de fairways sur la droite si vous n'avez pas atteint le green. Selon la force et la direction du vent, le choix du club au départ peut varier du fer 7 au driver ! Heureusement le green est relativement étendu ! Les plus observateurs d'entre vous auront remarqué, après avoir joué ce magnifique parcours, une réputation adaptée

practice, 3 greens d'approches, ainsi que d'une zone dédiée au petit jeu, équipée de 5 greens. L'enseignement est assuré par l'Académie Golf de Pont Royal et/ou par l'Atadémie David Leubetter, laquelle propose des méthodes modernes destinées aux joueurs débutants, confirmés et aux pros du circuit, grâce à des outils pédagogiques à la pointe de la technologie (voir La Post-Royal Leubetter Academy).

Duranc, qui lui a donné son nom. C'est dans ce cadre bucolique aux sentiers de thys et de prés, que vous pourrez profiter d'un entraînement en situation de parcours, entre deux rendez-vous de travail (pour les gens du crû) ou dans une journée de vacances bien remplie. Le club-house et son restaurant « Fi des de l'» ont été intelligemment installés en hauteur, ce qui permet d'apprécier une vue panoramique sur le trou 1) et la forêt du domaine.

et équilibré des étapes proposées par ce parcours atypique où les 6 premiers trous offrent des fairways larges et relativement plats. Ensuite à partir du 7 la roche se fait plus présente avec des challenges qui relèvent plus de la psychologie d'appréhension du jeu que de la difficulté du parcours en elle-même.

Les 6 derniers trous nous embarquent au sein de la forêt où les fairways serpentent allégrement au sein de cette faune et flore provençales où le thys et la lavande sont omniprésents.

LE CENTRE D'ENTRAÎNEMENT

«La Duranc». En 2010, sur une surface de 15 hectares, le golf de Pont Royal s'est doté d'un complexe d'entraînement, tous niveaux, comprenant 6 trous, un

Le « 6 Trous ». Intégré au centre d'entraînement de la Duranc, situé à 5 minutes du 18 trou « Ballesteros », vous aurez le plaisir de découvrir un parcours 6 trous d'une longueur de 900 mètres (5 par 3 et 1 par 4) idéal, aussi bien pour l'entraînement des joueurs confirmés que pour l'initiation des joueurs débutants.

Ce superbe parcours (initiatique, pour les uns, zone de perfectionnement pointue pour les autres), perle la pinède provençale bordée de garrigue pour venir côtoyer le canal de la

Un cadre, une offre royale au niveau de l'hébergement, une centaine d'idées des vacances. Le Pierre et Varancs Village Club de Pont Royal est un domaine privé et sécurisé. Conçu, traité pour traiter, comme une véritable village provençal, avec sa placette au centre, pour jouer à la pétanque et son clocher en haut de la colline, ses boutiques, son Parc Aquatique ou dans un des quatre restaurants qui proposent une offre très variée, à base de produits de la région...

HÉBERGEMENTS

Les Résidences de Pierre & Varancs, Proposent plusieurs formules en location de courte ou longue durée. Outre les appartements et villas de la résidence, sont aussi disponibles des mas ou villas de propriétaires.

L'Hôtel du Golf *** au centre du village.

En contrebas de la place du village et tout proche du Club House, l'Hôtel du Golf est un des choix privilégiés des nombreux golfeurs en visite à Pont Royal, notamment lors des compétitions.

Le Moulin de Vernègues **.** Situé sur le trou N°2, le Moulin de Vernègues est à l'origine de la création du domaine. L'emblème de Pont royal figure sur la façade de l'ancienne chapelle.

Il fait partie de la chaîne « Châteaux et Hotels Collection », offre des prestations de qualité, possède un Spa « MySpa by l'Occitane » et dispose de deux restaurants dont un gastronomique.

Pont Royal accueille la Challenge Tour Européen

du 20 au 25 septembre 2018, le golf de Pont Royal accueillera le tournoi Hoppis open de Provence, épreuve du Challenge Tour européen, la 2^{ème} division du circuit européen.

Domaine du Golf de Pont Royal
13370 Mallemort
Green fees entre 65 € et 85 € selon la saison.
Tel : 04 90 57 40 79
www.golf-pontroyal.com
Moulin de Vernègues
Tel : 04 90 59 12 00

CULTURE GOLF FAIRWAYS

July 2018

scores



ORIENTAL LEGENDS PRO-AM, LE GOLF CARITATIF

A l'initiative de l'ancien rugbyman Abdelatif Benazzi, l'Oriental Legends Pro-Am a soufflé le mois dernier sa sixième bougie au Saidia Med Golf, au Maroc. Tournoi caritatif devenu incontournable, il permet chaque année de lever de nombreux fonds en faveur de l'association Noor, qui œuvre notamment contre l'analphabétisme. Des constructions et réhabilitations d'écoles sont (entre autres) possibles grâce à ces fonds récoltés.

Sous le soleil de la « perle bleue » (surnom de la ville de Saidia), de nombreuses personnalités et anciens sportifs se sont donc retrouvés, le temps de la compétition. En tout, ce sont ainsi plus de 90 joueurs qui ont participé à ce bel événement, entre professionnels et amateurs. La fête fut totale, et le beau projet porté par l'ancien capitaine du XV de France une vraie réussite...

INFOS association-noor.org



HOPPS OPEN DE PROVENCE

C'est une nouvelle qui devrait ravir les golfeurs du Sud de la France : l'Hopps Open de Provence vient de voir le jour. Compétition comptant pour le « ranking » 2018 de l'European Challenge Tour et la « Road to Ras Al Khaimah », l'Hopps Open de Provence se tiendra durant les trois prochaines saisons au Golf international de Pont-Royal, à Mallemort, près de Salon-de-Provence. Du 20 au 23 septembre prochains, 132 joueurs seront attendus en Provence sur l'unique parcours français dessiné par l'immense « Seve » Ballesteros.

INFOS opendeprovence.com

GOLF NEWS

July 2018

Sultans Of Swing

Rock Up For Pont Royal's Golden Boot Battle

THREE MEMBERS of the rock and roll Hall of Fame were 'Brothers in Arms' at Golf International Pont Royal recently as members of Golf At Goodwood competed in a friendly annual contest against the host club in southern France.

Dire Straits' keyboardist Guy Fletcher, and John Illsley, who was a co-founder and bass player of the legendary band, were joined at the Provençale club by world-renowned record



■ GUY FLETCHER (LEFT) JOHN ILLSLEY (CENTRE) AND GLYN JOHNS (RIGHT)

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-highly-prized Golden Boot – at least until the return match in West Sussex in October.

The Golden Boot contest between Pont Royal and Goodwood was inaugurated by Johns and his friend and former clubmate 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 battered old boot in-between times.

TODAY'S GOLFER

6th August

THE PLAYLIST DREAM DESTINATION More courses at www.todaysgolfer.co.uk

SEVE'S FRENCH STAR

Pont Royal blends Ballesteros' only French course design with gastronomy, wine and relaxation to create a paradise in Provence



Straying in the foothills of the Alps in the very heart of Provence, it is no surprise that the great Seve Ballesteros chose this as a turning point in his life to design the only French course.

When the Spanish great came to the small town of Malespou on one day 20 years ago as a par 30 challenge to test the way he saw and played the game. From his initial strategic but somewhat naive through just under 1,000 acres of pine, plateau and Provencal countryside flanked by Luberon and Alpilles mountains.

It is a celebration of the three stars with the Challenge Tour for the second time in Provence by Hippo Group in September, a event that will return until 2021. That event has seen Par 30 of a member, who has won all the British 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 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3982, 3983, 3984, 3985,

GOLF JOURNAL

8th August



Wer das süße Leben im französischen Süden genießen will, ist in der Region zwischen Avignon und Aix-en-Provence an der richtigen Adresse. Zumal hier zwei außergewöhnliche Golfplätze und ein neues Challenge-Tour-Turnier warten

TRAVEL

Im Herzen der Provence, dort, wo bildlich gesprochen Milch und Honig fließen und das Leben einen erträglichen Genuss verspricht, liegt die Stedlung Domaine de Port Royal. Auf diese Insel der Soulgas ziehen sich bunte Menschen zurück, die sich einer der schönsten Häuser in Port Royal lassen können. Im Winter leben hier 400 Leute, im Sommer kommen 4.000. Im ausladenden «Village» des französischen Resorts-Rosens Plaisirs & Vacances gibt es neben Appartements und einem Hotel einen Dorfplatz mit Geschäften für Kunsthandwerk und provenzalische Spezialitäten, zudem Restaurants und sogar eine Kirche.

Die Golfplätze hier sind meist Beweiser der Luxusstellung, doch Gäste sind gern gesehen. Und die kommen allein schon etwas berühmten Namens wegen: Port Royal ist der einzige von Severino Balleseros entworfene Platz in Frankreich, und das Design gelang ihm formidabel. Seine Idee in Port Royal alles selbst bestimme. Die Skizze entlang der Fairways wurden zum Großteil nach seinen Anweisungen exakt dort hin gepflanzt, wo er sie haben wollte. Heute sehen die mächtigen Pflanz aus, als wären sie schon immer da gewesen. Balleseros muss viel Phantasie gehabt haben, als er von 1986 bis 1992 den Platz bauen ließ.

Und er hatte vielleicht damals schon die Vision, dass man hier eines Tages Profis-Turniere veranstalten könnte. Vom 20. bis 23. September ist es so weit, wenn zur Premiere der Open de Provence die Challenge Tour zu Gast sein wird. Können der Auftakt für ein noch größeres Event sein, das glaubt zumindest Golfkaiser Jérôme Lauand. Die Profis werden auf dem hügeligen Terrain einen absolut wüsten Parcours vorfinden, der jedoch kein Kinder spiel ist.

Seve war ein Meister darin, sich aus allen erdenklichen Lagen als stählender Held hervorzuheben. Und er drav waren für ihn nur normales Handwerk. Aber übermäßig das Dogleg von Loch 7 mit einem Divotschma-Drive Richtung Grün abzukürzen, das wagt selbst er nicht und greift lieber zu einem langen Eisen. Die Bahn liegt, wie die Hälfte der Fairways, auf dem Hügelrücken der Domaine mit herrlichem Blick auf die Bergkette des Luberon auf der einen und zu den markanten Felstücken der Alpilles auf der anderen Seite. Die ardenne Löcher liegen im Tal der Durance. Bei diesem Auf und Ab werden die Tour-Profis nicht viel zur für die Schönheit der Landschaft haben und sich sicher bei den Probanden konzentrieren müssen. Unserer geniesst jedoch jeden Meter des Parcours, und wenn am späten

Nachmitt auf die 6. Parzelle im Kirchen Auzer de Provence schen die Wehrbaukilometer auf dem Verkaufsvorstellung

In der Region zwischen Avignon und Aix-en-Provence findet sich insgesamt ein gutes Dutzend Golfanlagen. In der Nähe von Port Royal gehört Golf de Servans mit seinem Clubhaus aus dem 18. Jahrhundert dabei zum Pflichtprogramm. Man nennt den unprätentiösen Landclub zu Recht «Perle der Provence», denn die Kulisse ist eine Augenweide. Servans schmiegt sich an die markante Felskontur des Alpilles und führt den Spieler beim für ihn über die hügeligen Ausläufer des Falgebirges. Der Parkland-Platz von 1989 ist wunderschön fürs Auge und eine Anlage, die richtig Spaß macht.

Balleseros Erbe

Zwei Pflanz sehen müssen auf dem Fairway von Loch 1. Der Abschlag ist blind, gibt es in einer Kurve den Abhang hinunter, wo irgendwo das Grün lauert. Man muss rechts neben die beiden Sitze zielen, aber zu weit rechts kann dichter Wald. Die meisten wählen aus dem Diver ein kleines Holz. Der Frühlingsschlag sagt schon viel über diesen Platz. Es geht oft auf und nieder, mit Schräglagen, Bäumen und Gebüsch, dazu gibt es Wasser an acht Löchern und schließlich die schnellen und ordentlichen Grün. Seit einem Mal sollte man ein Blindbook mitschicken. Hat man Loch 1 hinter sich, wartet ein Abschlag mit 130 Metern carry über Wasser aufs Grün (an der 13 sind es 145 Meter). Es geht so weiter, keine Bahn gleiches der anderen. Hier geht es nicht ums Risiko, sondern um die Balance aus Mut und Glück. Ein gutes Beispiel ist das Dogleg von Loch 7. Von Gelb kann man abkürzen, muss aber mindestens 180 Meter carry schaffen. Am Ende wartet ein wunderschönes Grün mit grandem Blick ins Tal und zur Bergkette des Luberon. Moral fendernd ist die 11 mit einem Abschlag von 170 Metern carry über eine Schlucht aufs Grün entlang einer Aus-Zone auf der linken Seite. Überwiegend sind die Trainingsparcoursungen, vom ausladenden 6-Löcher Komplett La Durance über die doppelstöckige Driving Range bis hin zur Dend-Landbesser-Akademie. Achtung: Die Range liegt fünf Minuten vom Clubhaus entfernt. Tipp: Sonderpreis für drei Green fees 210 Euro.



Golf de Servans

18-Loch	51,11
18-Loch	48,11
18-Loch	45,11
18-Loch	42,11
18-Loch	39,11
18-Loch	36,11

1890-Meter
Tel. 0033-4-76-47-10-11, golf@servans.com
Bücher: 500-4200, Avenue 19-20
NW 72, 303 710-711, Sappe 02-138
Greenfee: 62-80 Euro je nach Saison

Am Fuß der grauen Felsen
Es ist diese provenzalische Kulturlandschaft, die malige Falgebirgsformationen, die in 1989. Das Design des landschaftlichen Bahnen abgesehen, Ballena aber ein stützigen Bahnen geht es so weit, dass 5.600-Meter-Parcours dennoch gut verlagert. Eine Augenweide ist die Bahn. Der Abschlag einem Abhang murales Problem. Danach wird die Böschung eher zu beachten als schmalen großen Grün waren sein kein Gebüsch, es umgibt ein Ruhe, keine Gebäude, keine Straßen sollte man den Besuch im Club-Gewölbe der ehemaligen Sch...

GI-Tipp: Das französische Unternehmen Shop den Golf des Provence French de Servans und Port Royal für 180 Euro.



TRAVEL

SCHÖNER WOHNEN

Château de Servans

Moulin de Vernègues

Pierre & Vacances

Moulin de Vernègues
1370 Mollionmont, Domaine et Golf de Port Royal, 8147
Tel. 0033-4-90 59 12 00, moulindevernegues.com

Château de Servans
13910 Mollionmont, Domaine de Servans
Tel. 0033-4-90 47 50 03, chateau-deservans.com

Pierre & Vacances
Wer gerne in einem Ferienhäuschen bzw. in einem Apartment wohnt, liegt bei Pierre & Vacances richtig. Zahlreiche Objekte im Village von Port Royal gehören zum Unternehmen. Eine Wohnung für vier Personen wird für eine Woche ab 358 Euro angeboten, eine Villa für acht Personen mit Pool gibt es ab 1.092 Euro. Als Alternative bietet sich im Village das Hotel du Golf an. Das 3-Sterne-Haus bietet Familienurlaub mit Schwimmbad, Wohnbereich plus Küche und Blick auf den Golfplatz oder den Pool. 7 U ab 482 Euro. Infos: pierre-et-vacances.com/de-de

GI-Tipp: Das französische Unternehmen Shop den Golf des Provence French de Servans und Port Royal für 180 Euro.

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GOLF SOCIETY NEWS

1st September 2018



POINT ROYAL IS UP FOR THE CHALLENGE OF TOUR VISIT



Point Royal Golf Club is up for the challenge of hosting a tour visit on September 1st. The club is a member of the European Tour and is a member of the European Tour's elite list of clubs.

The club is a member of the European Tour and is a member of the European Tour's elite list of clubs. The club is a member of the European Tour and is a member of the European Tour's elite list of clubs.

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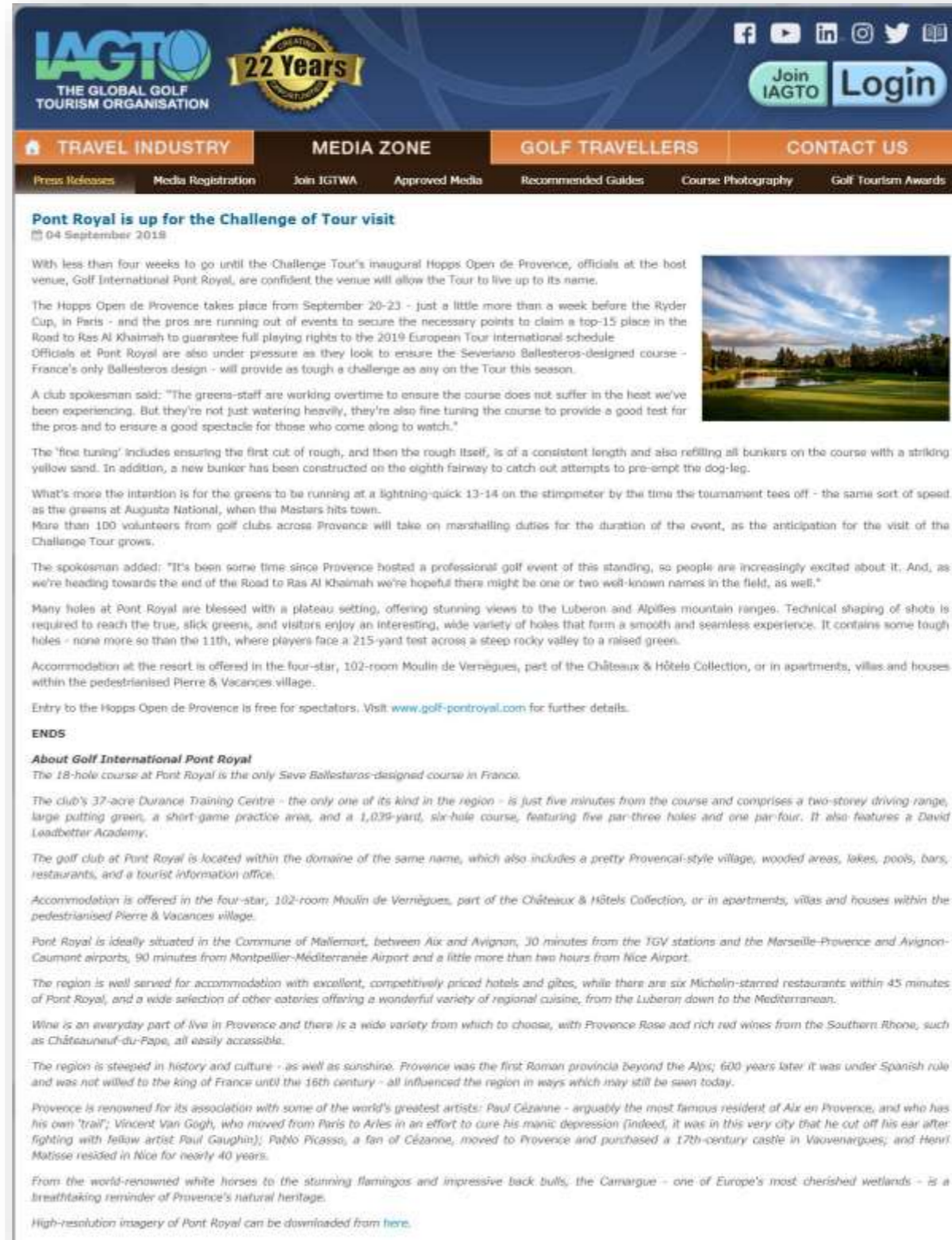


The club is a member of the European Tour and is a member of the European Tour's elite list of clubs. The club is a member of the European Tour and is a member of the European Tour's elite list of clubs.

IAGTO

4th September

AZALEA*



The screenshot shows the IAGTO website interface. At the top, there is a navigation bar with the IAGTO logo (The Global Golf Tourism Organisation), a '22 Years' anniversary badge, and social media icons for Facebook, YouTube, LinkedIn, Instagram, Twitter, and RSS. There are also 'Join IAGTO' and 'Login' buttons. Below the navigation bar, there are four main menu items: 'TRAVEL INDUSTRY', 'MEDIA ZONE', 'GOLF TRAVELLERS', and 'CONTACT US'. Under 'MEDIA ZONE', there are sub-links for 'Press Releases', 'Media Registration', 'Join IGTWA', 'Approved Media', 'Recommended Guides', 'Course Photography', and 'Golf Tourism Awards'. The main content area features a press release titled 'Pont Royal is up for the Challenge of Tour visit' dated 04 September 2019. The text discusses the upcoming Challenge Tour event at Golf International Pont Royal, mentioning the Hopps Open de Provence and the Ryder Cup. It highlights the club's efforts to ensure the course is in top condition, including fine-tuning and bunker maintenance. A photograph of a golf course is included on the right side of the article. The article concludes with 'ENDS' and provides additional information about the course, training facilities, and local amenities.

IAGTO
THE GLOBAL GOLF TOURISM ORGANISATION

22 Years

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Pont Royal is up for the Challenge of Tour visit

04 September 2019

With less than four weeks to go until the Challenge Tour's inaugural Hopps Open de Provence, officials at the host venue, Golf International Pont Royal, are confident the venue will allow the Tour to live up to its name.

The Hopps Open de Provence takes place from September 20-23 - just a little more than a week before the Ryder Cup, in Paris - and the pros are running out of events to secure the necessary points to claim a top-15 place in the Road to Ras Al Khaimah to guarantee full playing rights to the 2019 European Tour international schedule. Officials at Pont Royal are also under pressure as they look to ensure the Severiano Ballesteros-designed course - France's only Ballesteros design - will provide as tough a challenge as any on the Tour this season.

A club spokesman said: "The greens-staff are working overtime to ensure the course does not suffer in the heat we've been experiencing. But they're not just watering heavily, they're also fine tuning the course to provide a good test for the pros and to ensure a good spectacle for those who come along to watch."

The 'fine tuning' includes ensuring the first cut of rough, and then the rough itself, is of a consistent length and also refilling all bunkers on the course with a striking yellow sand. In addition, a new bunker has been constructed on the eighth fairway to catch out attempts to pre-empt the dog-leg.

What's more the intention is for the greens to be running at a lightning-quick 13-14 on the stimpometer by the time the tournament tees off - the same sort of speed as the greens at Augusta National, when the Masters hits town.

More than 100 volunteers from golf clubs across Provence will take on marshalling duties for the duration of the event, as the anticipation for the visit of the Challenge Tour grows.

The spokesman added: "It's been some time since Provence hosted a professional golf event of this standing, so people are increasingly excited about it. And, as we're heading towards the end of the Road to Ras Al Khaimah we're hopeful there might be one or two well-known names in the field, as well."

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.

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.

Entry to the Hopps Open de Provence is free for spectators. Visit www.golf-pontroyal.com for further details.

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 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 Vernègues, part of the Châteaux & Hôtels Collection, or in apartments, villas and houses within the pedestrianised Pierre & Vacances village.

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 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.

Provence is renowned for its association with some of the world's greatest artists: Paul Cézanne - arguably the most famous resident of Aix en Provence, and who has his own 'trail'; Vincent Van Gogh, who moved from Paris to Arles in an effort to cure his manic depression (indeed, it was in this very city that he cut off his ear after fighting with fellow artist Paul Gauguin); Pablo Picasso, a fan of Cézanne, moved to Provence and purchased a 17th-century castle in Vauvenargues; and Henri Matisse resided in Nice for nearly 40 years.

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 MANAGEMENT EUROPE

7th September



GME | signing off



"Not for these guys the luxury of a first-class flight back home after missing the cut – it probably means they've lost money on the deal"

Forget the Ryder Cup... It's Provence for me.

It takes something a little out of the ordinary to get me excited these days, such as an alien landing or a president being indicted on criminal charges... but I'm actually looking forward to September.

What has me so enthusiastic that I could suck a sherbet lemon, I don't hear you ask? Well, there's a certain golf event in France in September that I am attending and I'm really looking forward to it. Yes, I know the Ryder Cup's being played at Le Golf National... but that's not it.

No, I'm going to be at the Hopps Open de Provence, a Challenge Tour event, at Golf International Pont Royal in Provence, from September 20-23.

It's not often my work has taken me to a tour event of any kind. I've worked at a couple of LET tournaments and a Seniors' event, but this will be my first Challenge Tour event. And I can't wait.

Of course, I'd love to be at the Ryder Cup too. And next year's Masters and the Open, but it's unlikely. Even if I was, chances are I wouldn't be allowed the sort of access to players I will enjoy at Pont Royal – which is, incidentally, the only Severiano Ballesteros-designed course in France.

Not for these guys the luxury of a first-class flight back home after missing the cut – it probably means they've lost money on the deal. Many of us may envy the lifestyle of the successful European Tour pro, but to even simply get to that level requires a huge amount of commitment, guts, resilience and not a little money.

For the majority of European Tour pros, everything will have started on a similar tour to this, living out of a suitcase and



CHALLENGING TIMES
Pont Royal in France, will host the Hopps Open de Provence

sometimes wondering from where the next meal was coming.

It's edge-of-the-seat stuff. A missed putt may mean a decision has to be made on a golfing future. For some, it's not quite as simple as 'try again next week'. And that's why I'm so keen to see them in action.

There's no shortage of talent on show; sometimes it's just one facet of the game that stops these guys leaving it up alongside the likes of Francesco Molinari and Tommy Fleetwood. Some will be taking their first steps in the pro game, while for others, it may be the last-chance saloon. It can be emotionally raw: heart-breaking and joyous in equal measure.

Yet there's a chance one or two of the competitors will be making decent progress on the European Tour in a few

years – and for me, that's why I'm only too happy to go along and watch such an event. To work at one just tops it off.

This one's in Provence too, which means I also have the joy of beautiful scenery, sunshine and wonderful food and drink, both on and off the course. If you're heading to the Ryder Cup, you'll have it too... but mine will just be that little bit cheaper. **GME**



David Bowers
dave@golfmanagement.eu.com

50 | **GME** September 2018

GOLF TIME

7th September

REISE | FRANKREICH



Ein Meisterwerk aus Meisterhand

GOLF INTERNATIONAL PONT ROYAL

Tolle Weine, exquisite Küche und atemberaubende Natur: Eine Reise in die Provence lohnt sich aus mehreren Gründen. Golflegende Seve Ballesteros fügte 1992 einen weiteren hinzu.

Von Damien Burgart

Die Provence ist nicht zufällig eine der beliebtesten Urlaubsadressen in Europa. Die Region im Südosten Frankreichs bietet Strände und Gebirge, sehenswerte Städte und Naturdenkmäler, Weltklasse-Weine und Spitzenkultur. Das mediterrane Klima tut sein Übriges. Diese einzigartige Kombination weckt Leberstrände, Entspannung, Dolce Vita. Auch Severiano Ballesteros fühlte sich hier wohl. Sein Weg führte den spanischen Major-Sieger Mitte der Achtzigerjahre jedoch nicht in die schmackhaften Städte an der Côte d'Azur. Der Künstler des kur-

zen Spiels bei 60 Kilometern seines Besuchs. Vier Jahre später war er reichlicher, den Ballesteros g

Das Design 18 Spielbahnen des Golfclubs früher unter Ersten von / Er wird sich materische / sich durch / gue-Straßen

Sowohl die und natürlich bis heute auf Tee) langen Betsteil auf Holes das Pl einen zu all das Luberon beim Blick gewaltigen



ABSCHLAG Blick zurück zum Tee auf Bahn 1. Der Baum bildet ein natürliches Hindernis beim Abschlag.

ture Hole, die Bahn 11: Ein Par 3, 190 Meter (von dem schwarzen Tee) bis zum Grün. Zwischen Teebox und Grün befindet sich eine tiefe Schlucht mit Blumen und Sträuchern. Schafft man es darüber, ist der Platz vor dem Grün minimal, sodass man nahezu Carry ins Grün schlagen muss, um nicht im Gestrüpp zu landen. Nicht nur für den Durchschnittsamateure eine Herausforderung.

PANORAMA Auf Bahn 7 hat man einen wunderbaren Blick auf die Landschaft der Provence mit dem Luberon-Gebirge im Hintergrund.

Will man hier beim Abschlag abkürzen, benötigt man einen ordentlichen Hieb über eine mit Kiefern und Garrigue bewaldete Schlucht, um dann entweder das schmale Fairway zu treffen, oder im Bunker zu landen. Gemüthlicher spielt sich das Loch, wenn man den Knick der Bahn miteinnimmt. So oder so bleibt einem die wunderschöne Naturkulisse, die sich beim Gang in Richtung Grün im Hintergrund eröffnet.

RAFFINIERT, SPEKTAKULÄR Nahezu alle Bahnen des Golf International Pont Royal sind außergewöhnlich raffiniert gestaltet, woran man die Handschrift des für seine Improvisationsreichtum und spektakuläre Spielweise berühmten Spaniers erkennt. Spektakel bietet auf dem Platz in Pont Royal auch das zweite Signa

Betrachtet man die gesamten 18 Bahnen, ist es Ballesteros gelungen, Golfer jedes Niveaus vor anspruchsvolle, aber niemals unfaire Aufgaben zu stellen. „Ich habe sehr viele Golfplätze auf der Welt gesehen, gute und nicht so gute. Für meine Platzdesigns picke ich mir das Beste davon heraus und kombiniere es“, sagte Ballesteros in einem Interview während der Eröffnung von Pont Royal am 28. September 1992. Einer der wichtigsten Faktoren für ihn sei es, die Natur des Geländes beizubehalten, keine künstliche Anlage zu bauen.

Nimmt man ihn beim Wort, muss man anerkennen, dass dem gewitzten Spanier mit Pont Royal ein Meisterwerk seiner Idee von Golfplatzdesign gelungen ist. Ein Werk, das sich nirgendwo besser einfügen würde als in der Provence. ☐



GOLF INTERNATIONAL PONT ROYAL

Der Golfplatz in Pont Royal wurde vier Jahre lang von Seve Ballesteros geplant und nach zweieinhalb Jahren Bauzeit am 28. September 1992 eröffnet. Die erste Runde spielte der Weltklasse-Spieler an der Seite der französischen Top-Golferin Marie-Laure de Lorenzi. Das Match gegen die Französin gewann der Kurzspielkönig durch eine sensationelle 61 (-8).

GOLF 365

9th September

AZALEA*

Seve's Pont Royal is now a Pass master

COURSES

SHARE



September 9, 2018

Visitors to Provence are now able to enjoy a lot more golf for their euro after Golf International Pont Royal signed up to the Provence Golf Pass, which offers savings of up to 30 per cent in the region.

There are 24 partner golf courses affiliated to the pass in addition to the Severiano Ballesteros-designed championship course at Pont Royal, which welcomes the Challenge Tour's inaugural Hopps Open de Provence this month (September 20-23).

Among those where holders may benefit from reduced green fees are Terre Blanche, Golf de Dolce Frégate Provence, Golf de Servans, Golf du Luberon, Golf de Roquebrune, Golf du Château de Taulane, and many more top-quality courses.

Seasonal passes – autumn/winter and spring/summer – are available in either two- or four-green fee formats, at courses of the golfer's choosing, offering as much as 30 per cent discount on normal green-fee prices, with a two-round pass starting at just €66.

Few, if any, can match Pont Royal for its accommodation and leisure options, however, making it the perfect base for any Provence Golf Pass holder. Its traditional Provençal-style *domaine* includes restaurants, bars, and shops, surrounding a village market square; water parks; a picturesque lake; and France's only Seve Ballesteros-designed golf course.

Its accommodation options are manifold, too, with the four-star, 102-room Moulin de Vernègues, part of the Châteaux & Hôtels Collection, the three-star LHôtel du Golf, or self-catering apartments, villas and houses within the pedestrianised Pierre & Vacances village.

And all of this lies within a region offering scenery which has inspired and entranced many of the world's greatest painters down the years. What's more, each pass purchase comes with a privilege card entitling the holder to a number of advantages and deals at partner hotels, restaurants, and leisure facilities.

Pont Royal's director of golf, Jerome Lauredi, said: "The Provence Golf Pass is an ideal way for visitors to the region to enjoy a round on France's only Seve Ballesteros-designed course, take advantage of the accommodation options here on the *domaine*, and add in an extra round – or three – at other top-quality courses in Provence.

"This is very much an up-and-coming region in terms of French golf and the Provence Golf Pass is an excellent way of seeing it."

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.


www.golf-pontroyal.com | www.provencegolf.com

GOLF PUNK

10th September

AZALEA*


GOLF PUNK LATEST SWINGHIRENS PLAYERS EQUIPMENT FASHION



SEP 10TH, 2010

SEVE'S PONT ROYAL IS NOW A PASS MASTER

Words: GolfPunk



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www.golf-pontroyal.com | www.provencegolf.com

GOLF 365

10th September

AZALEA*

Golf365 Blog: Even Preparation is a Royal Challenge

ALISTAIR CHAMBERS

10th Sept



September 10, 2019

France will be the focus of attention for the golfing world in September, but while the big names will be battling it out for continental glory in Paris, Europe's lesser lights will endure their own intense pressure as they look to give themselves a chance of a Ashlee Ryder Cup place via the European Tour.

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

Preparation is well under way in France, for a tournament that will attract competition nerves and herald hours of physical preparation.

And, while the event takes place in September, we're not looking at the Ryder Cup here. No, we're 450 odd miles south of Le Golf National, at Golf International Port Royal, for the Hugel Open de Provence on the Challenge Tour.

But if you're looking for a Ryder Cup link, the course on which the 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: Seaweed Baksterson. What's more, Seaweed's son... Jaret... is competing in the event.

The Hugel Open de Provence takes place from September 20-23 - just a little more than a week before the biennial classic in Park - 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 see as the necessary points to claim a top 25 place at the Race to Rio. At 18 holes to guarantee full playing rights to the 2019 European Tour International schedule, while the last club is already starting every maintenance line to ensure everything is in place and nothing is left to chance. And because they can safely report around 65000 fewer fans than at the Europe v USA 'shoop-fest', doesn't mean they can lower standards accordingly.

The 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 Port Royal's greenkeeping staff have discovered.

Their biggest challenge currently is ensuring the course is well watered as the sun continues to beat down. Greenkeepers 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 - mowing high, might be a better word - the rough, in both shape and height, and ensuring the recently refilled bunkers are of a universal depth and strong yellow colouring.

Additionally, a new bunker has been constructed on the eighth fairway to combat attempts to prevent the substantial dog-leg right.



The greens are currently running at 20 but will be up at 23-24 on the diameter by the time the tournament fires off - that's the same as 110000 on the meters, so the Challenge Tour is not for the faint-hearted. And certainly not for your average Sunday hacker like your mate.

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 Port Royal, having been part of the team which built it between 1990 and 1992.

He explained, "We have 30 years of experience hosting the Masters 15, 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 removed the fairways, which will be cut to 11mm, the 'first cut' will be 25mm, and the rough itself 30mm... 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 off to be able to chase a shot - just like Seaweed, who was the master of recoveries. Oh, and the tree trunks 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...

DAVE BOWERS

GOLF HACKER

10th September

AZALEA*

SEVE'S PONT ROYAL IS NOW A PASS MASTER

9/10/2018 0 Comments



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www.golf-pontroyal.com | www.provencergolf.com

GOLFERS GLOBE

11th September

AZALEA*

The screenshot shows the GolfersGlobe website with a header in Danish. The main article is titled "FRANSK GOLFPAS GIVER STORE BESPARELSER" (French Golf Pass Gives Big Savings). The article text includes: "Besøger du den kystlige Provence på en golfrejse kan du leve det hele og spise med en pris på 2, 3 eller 4 grønne runder og store besparelser på op til 30 pct." and "Afhængig af sæson og valg af baner, som kan sammenlignes efter eget valg, varierer prisen fra omkring 1500 til 2500 kr." The article features two images: a golf course and a hotel building. A sidebar on the right contains "ARTIKLER RELATEREDE" (Related Articles) with links like "Spil fransk golfrestorant tilbyder vildt luksus" and "Gå på golfbaner i Danmark". At the bottom right, there is a "TILMELD NYBREV" (Subscribe Newsletter) form with fields for "E-mail" and "Navn" and a "Tilmeld" button.

GOLF 365

11th September



A screenshot of a tweet from the account Golf365.com (@Golf365dotcom). The tweet is dated 5:02 AM - 10 Sep 2018. The text of the tweet reads: "In the first of a series of blogs, Golf365's Dave Bowers outlines what goes into hosting and competing in a @Challenge_Tour 🏌️ event." Below the text is a link to a blog post titled "Golf365 Blog: Even Preparation is a Royal Challenge - Golf...". The link preview shows a photograph of a golf course with a pond and trees, and the text: "Golf365's Dave Bowers will be writing a series of blogs outlining what goes into hosting and competing in a Challenge Tour event. Here is his first offering... golf365.com". The user's profile picture is a red circle with "G365" in white. A blue "Following" button is visible in the top right corner of the tweet.

IAGTO

11th September

AZALEA*

The screenshot shows the IAGTO website interface. At the top, there is a navigation bar with 'TRAVEL INDUSTRY', 'MEDIA ZONE', 'GOLF TRAVELLERS', and 'CONTACT US'. Below this is a sub-navigation bar with 'Press Releases', 'Media Registration', 'Join IGTWA', 'Approved Media', 'Recommended Guides', 'Course Photography', and 'Golf Tourism Awards'. The main content area features a news article titled 'Seve's Pont Royal is now a Pass Master' dated 11 September 2018. The article text describes the benefits of the Provence Golf Pass, including access to 24 partner golf courses and reduced green fees. A photograph of a golf course is included on the right side of the article. At the bottom of the article, there are social media sharing buttons for Facebook and Twitter.

IAGTO
THE GLOBAL GOLF TOURISM ORGANISATION

22 Years
OF CELEBRATION

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TRAVEL INDUSTRY MEDIA ZONE GOLF TRAVELLERS CONTACT US

Press Releases Media Registration Join IGTWA Approved Media Recommended Guides Course Photography Golf Tourism Awards

Seve's Pont Royal is now a Pass Master

11 September 2018

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Its accommodation options are manifold, too, with the four-star, 102-room [Moulin de Vernègues](#), part of the Châteaux & Hôtels Collection, the three-star L'Hôtel du Golf, or self-catering apartments, villas and houses within the pedestrianised [Pierre & Vacances](#) village.

And all of this lies within a region offering scenery which has inspired and entranced many of the world's greatest painters down the years. What's more, each pass purchase comes with a privilege card entitling the holder to a number of advantages and deals at partner hotels, restaurants, and leisure facilities.

Pont Royal's director of golf, Jerome Lauredi, said: "The Provence Golf Pass is an ideal way for visitors to the region to enjoy a round on France's only Seve Ballesteros-designed course, take advantage of the accommodation options here on the domaine, and add in an extra round - or three - at other top-quality courses in Provence.

"This is very much an up-and-coming region in terms of French golf and the Provence Golf Pass is an excellent way of seeing it."

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.

For more information on the Provence Golf Pass please see www.provencogolf.com

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 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 Provençal-style village, wooded areas, lakes, pools, bars, restaurants, and a tourist information office.

Accommodation 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.

Pont Royal is ideally situated in the Commune of Mallonnart, 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 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.

Provence is renowned for its association with some of the world's greatest artists: Paul Cézanne - arguably the most famous resident of Aix en Provence, and who has his own 'trail'; Vincent Van Gogh, who moved from Paris to Arles in an effort to cure his manic depression (indeed, it was in this very city that he cut off his ear after fighting with fellow artist Paul Gauguin); Pablo Picasso, a fan of Cézanne, moved to Provence and purchased a 17th-century castle in Vauvenargues; and Henri Matisse resided in Nice for nearly 40 years.

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](#).

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Thank you!

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