

SPH GOLF TRAVEL FAIR

Golfing enthusiasts in Singapore will get a big treat. The first SPH Golf Travel Fair will open its doors at Marina Square Shopping Mall next April 6-8, to a public eager to find out about the latest deals in golf travel. A total of three Country Pavilions that showcases the attractions of each participating destination, and 12 pods belonging to golf-affiliated hotels, golf courses, resorts and country clubs, will be at hand to exhibit their beautiful properties, inviting all who come to the SPH Golf Travel Fair to visit and plan a trip with them.

Organised by SPH Pacom Pte Ltd, a subsidiary of Singapore Press Holdings Ltd, and supported by UOB Travel Planners Pte Ltd as official travel partner, they are set to provide golf and travel packages that optimizes the diverse range of exhibitors across the region and market this fair to the golfers here.

"This is the first time a fair of such scale has been put together here in Singapore," said Karen Chan, managing director of SPH Pacom Pte Ltd, whose print periodical, "Golf Vacations", is Asia's oldest golf title and is also celebrating its 30th continuous year in publishing.

Singapore has a golfing population of approximately 36,000 members, according to statistics from the Singapore Golf Association (SGA) and is one of the most sought after group of travellers in this space.

In reality, there are many more golfers who are not registered with the association who have been avid travellers and also looking for new

places to tee up and play.

"The exhibitors we are looking for must put a premium to quality, experience and value. Through our years of publishing Golf Vacations, we have seen countless golf courses, resorts and hotels, spas and destinations across the region and around the world. We are certain that we are able to curate the best of them for the benefit of all who visit the SPH Golf Travel Fair," said Chan.

With the strength of its media outreach, consisting of daily and tabloid newspapers, The Straits Times, Business Times, The New Paper, and coupled with periodicals Golf Vacations and Golf/Women as well as online assets such as SPHGolf.com and the comprehensive golf privileges SPH Golf Card programme, they are able to reach over 3.3 million potential consumers throughout the marketing period of the fair until its occurrence.

The SPH Golf Travel Fair 2018 is open to public and admission is free throughout all three days.



Alpine Golf Club (above), site of the 2000 Johnnie Walker Classic will be an exhibit at the travel fair.



(Left) Hole 18 at Horizon Hills Golf Club.



(Above) The Els Club Teluk Datai, Langkawi.



(Left) The Els Club Desaru Coast Valley Course's stunning 11th hole.