

# Golf In A Kingdom



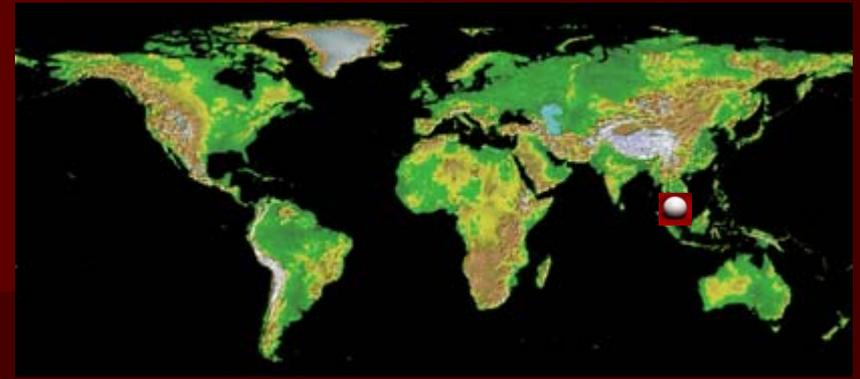
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# Outline

1. Does Thailand = Golf ??
2. Thailand Golf History
3. Why Golf in Thailand?
4. The Thai Golf Experience





When YOU think of Thailand,  
do YOU think GOLF?



Santiburi Samui CC



# History of Golf in Thailand

- 1906: played at the Royal Bangkok Sports Club
- 1924: His Majesty King of Thailand Vajiravudh granted permission for the construction of the Royal Hua Hin Golf Course
- 1964 - 1975: Thailand Golf Association formed; 1<sup>st</sup> Thailand Open (1964), World Golf Championship (1975), Siam CC opens
- 1985 - 1995: Over 200 courses open for play
- 2009: Banyan GC, Thailand's 260<sup>th</sup> course opens



# Why Golf in Thailand?

## The Courses



- 260 Courses To Choose From
- Major Designers Represented:
  - Trent Jones Jr. (3)
  - Pete Dye (2)
  - Jack Nicklaus (4)
  - Nick Faldo (5)
  - Peter Thomson (3)
  - Desmond Muirhead (4)
- PGA Quality:
  - Siam CC (2)
  - Thai CC
  - Santiburi CC (2)
  - Banyan GC
  - Chiang Mai Highlands
  - Muang Kaew GC



Thai Country Club

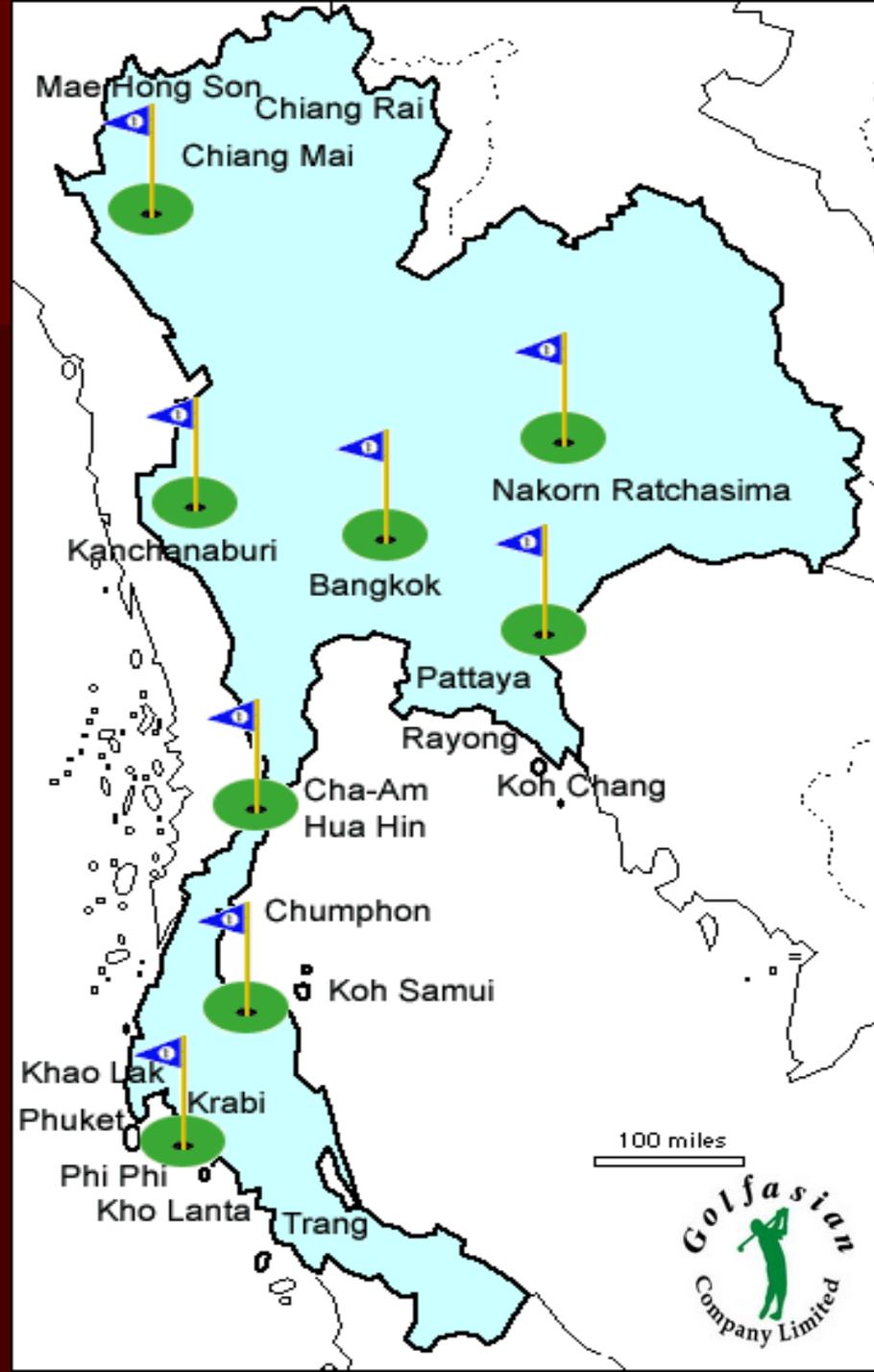


Siam Country Club, Plantation Course

# Why Golf in Thailand? The Locations

1. Bangkok (60)
2. Pattaya (23)
3. Hua Hin (8)
4. Phuket (8)
5. Koh Samui (2)
6. Chiang Mai (7)
7. Chiang Rai (3)
8. Kanchanaburi River Kwai (9)
9. Issan, Khao Yai (16)

- Beaches, Mountains, Cities, Countryside
- Quite Towns & Bustling Centers
- Something For Everyone!!!



# Why Golf in Thailand?

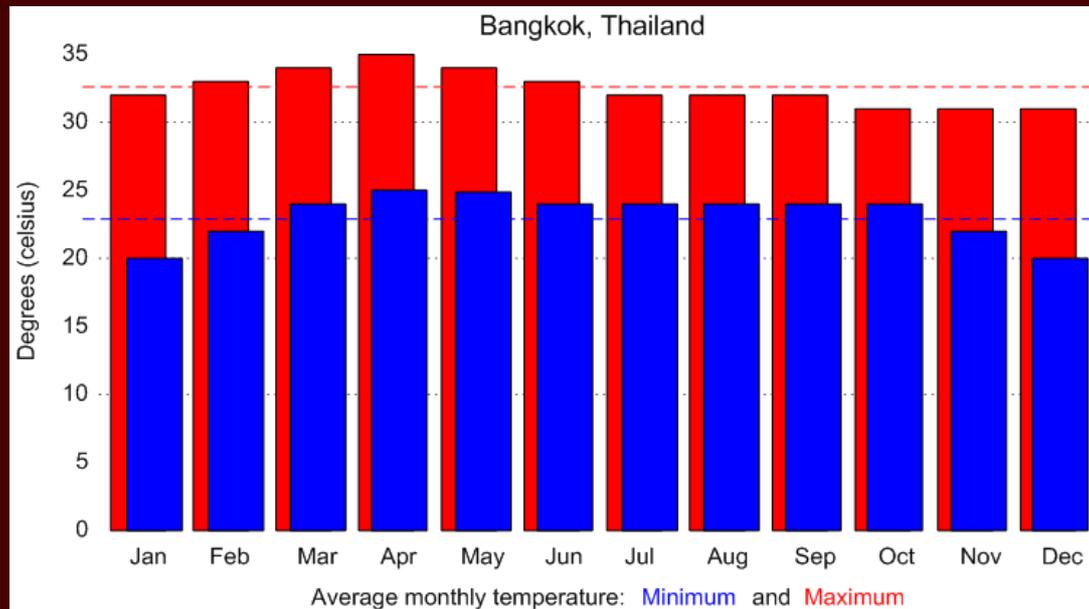
## Value For Money

- Average Green Fees:
  - Bangkok: \$70 US
  - Pattaya: \$55 US
  - Phuket: \$90 US
- Food/ Drink:
  - Meal per person: \$12 US
  - Beer: \$2 US
- Lodging (per night):
  - 3 star hotel: \$45 US
  - 4 star hotel: \$80 US
  - 5 star hotel: \$150 US
- Transportation:
  - Car (with driver, petrol) per day: \$80 US



# Why Golf in Thailand?

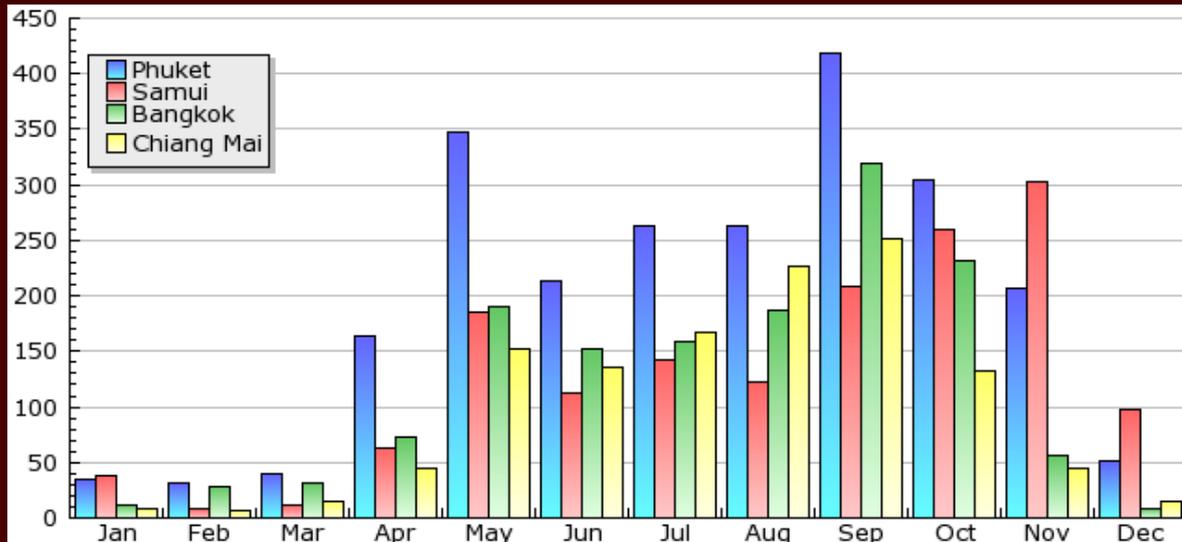
## The Weather



Golf Can Be Played 365 Days A Year!



# Why Golf in Thailand? The Weather



- Most Golfers visit during drier months (November to April)
- Thailand rains usually 1 hour of afternoon showers
- Rains are short lived and courses dry quickly
- Thailand Golf Advice: Golf in the mornings during rainy months!
- Golf Can Be Played 365 Days A Year!

# Why Golf In Thailand?

## The Resorts

- World Class Properties
- Boutique Resorts
- Beach Bungalows
- Wide Range of Options (\$10 to \$300+ per night)



Koh Samui



Anantara Phuket



Anantara Hua Hin

# Why Golf In Thailand? Infrastructure

- TAT: Information & Funding
- Agency Licensing & Regulation



- Highways, Airports, Roads, Bridges



# Why Golf In Thailand?

## The People, Culture, & Customs



# Why Golf In Thailand?

## Additional Factors

- Shopping, Golf Shopping
- Spa, Massage
- Food, Nightlife
- Non-Golf Activities:  
Cooking, Water Sports



# Why Golf In Thailand? The Caddies



Phuket Country Club



Thai Country Club

# Golf In A Kingdom



Santiburi Samui CC



Siam CC



Chiang Mai Highlands



Muang Kaew GC



# The Thai Golf Experience Everyone Is A Winner !!



Thongchai Jaidee, Thai CC



# Thank You

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