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Asian Golf Nation - February 2011



Dear Travel Partners & Golf Travelers,



Welcome to the latest issue of the Asian Golf Nation! Keeping with the tradition and spirit of the lunar New Year we continue to lead the Asian golf travel market with our creative and innovative approach bringing the greatest delights and values for you and your clients.

With this issue we start our regional destination focus. Up first is the unique golf area **Pattaya & Thailand's Eastern Seaboard**. My regional update will now feature every second issue, so stay tuned for major golf announcements from around Asia in March.

In the meantime, winter is still upon most of us and for those looking for that special golf getaway to warmer climates, the weather here can't be better and the courses around the region are in top playing conditions. Thus let us help plan a trip for you or your clients and see for yourself how "Amazing Golf Thailand Always Amazes You" and "The Golf Charm of Vietnam Seduces You".

Golf news from around the region:

Destination Spotlight: Pattaya & Thailand's Eastern Seaboard



Pattaya has long been one of the most popular golf destinations in Southeast Asia, offering an attractive combination of great golf, great value, a 12 month season and easy access via Bangkok

airport. Versus other areas of Thailand Pattaya's beaches may not be as appealing and its' nightlife reputation of a more tawdry nature, though there is no debate over the golf.

In recent years Pattaya and the Eastern Seaboard Region has also been expanding into more upscale markets with new 4 and 5 star hotels as well as more higher end retail and dining options, thus now appealing to a wider range of golf travelers.

The golf has also improved with the renovation of Siam CC Old Course and the addition of Siam Plantation Course. And it's international stature enhanced by annually hosting the Honda LPGA Thailand which attracts one of the strongest fields in women's golf. In fact last year 49 of the world's top 50 ranked lady professionals competed and it appears the 2011 field will also be quite strong.

Most golfers consider three Pattaya area courses to be a 'cut above' the others - the Jack Nicklaus designed [Laem Chabang International Country Club](#), [Siam Country Club Old Course](#) and [Siam Country Club Plantation](#). Not surprisingly those are also the area's three most expensive venues.

Other frequently requested courses include [Burapha Golf Club](#) (host of the 2010 Thailand Open), [Phoenix Golf & Country Club](#), [St. Andrews 2000 Golf Club](#)

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Another good reason to be [registered](#) on the Golfasian mailing list!

and the Pete Dye designed [Khao Kheow Country Club](#).

'Best Value for Money' courses that are lower cost but often surprise with their quality are Greenwood and Rayong Green Valley. Other lower priced but popular venues include Mountain Shadow, Crystal Bay, Emerald, Eastern Star, Pattana and Pattaya CC.

For golfers new to the game, higher handicappers, or anyone just looking for a 'warm-up' course that offers a chance at a good score, Pattaya CC and Crystal Bay are good choices.

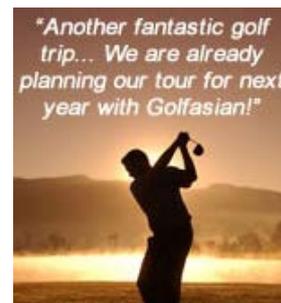
With that I would like to once again thank you for your support and look forward to seeing as many of you and your clients as possible here in Asia during this winter golf season. Remember, South East Asia remains the best value premium golf destination in the world and we can build a golf package for you to suit any budget and preferred style of travel.

From the management and staff of Golfasian, I wish you a Happy Lunar New Year. May the spirit of this time bring you happiness and prosperity and all the very best throughout the 2011 winter and coming year!

Until the next newsletter, happy golfing!

Mark Siegel
Managing Director of Golfasian

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Featured Golf Course - Siam Country Club, Old Course

Siam Country Club, Old Course, being built more than 35 years ago was the first privately owned golf course in the country. Over the years the golf course has hosted several international golf tournaments including the 2008 and 2010 Honda LPGA Classic. As expected the course is impeccably maintained, and kept in excellent playing condition.

The Old Course at Siam Country Club is set in the low hills just a few kilometers from Pattaya and contains more than its fair share of mature trees, shrubs and plants. Various fruit trees on the course give one the impression of being in an orchard, especially when in season. The abundant 'wildlife' in the form of sculptured bushes and hedges are a feature unique to Siam Country Club.



Once again, Siam Country Club Pattaya Old Course will be host of the Honda LPGA Thailand, which will take place from February 17 - 20, 2011.

The field of Honda LPGA Thailand 2011 will feature a 60-player field boasting some of the world's top ladies golfers, such as Michelle Wie, Paula Creamer and Susan Peterson comprising of the top 50 players on the LPGA Money list and 10 sponsors' invites. They will compete in a 72-holes stroke play with no cut for the purse prize of US\$ 1.45 million. This is the fifth edition since its inaugural event in 2006.

In addition to re-affirming Thailand as one of the world's highly-preferred golf paradises, the Honda LPGA Thailand tournament is helping to endorse the country's natural beauty and charms and promote Thai smiles and services. This major golf tournament will help communicate to many key markets that Thailand is ready to welcome back her guests from all over the world again. [\[Read More about one of](#)

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[Thailand's Best Golf Courses](#)

 **Featured Resort - Palm Grove Resort**

The Palm Grove Resort is a new, luxurious Boutique Hotel in a prime location on Thailand's Eastern Seaboard, only 15 minutes from Pattaya. The Palm Grove Resort offers everything you would expect from a holiday in Thailand, great beaches, great weather, warm hospitable people, almost endless activities and attractions and of course, some of the best food on the planet!

In addition, the resort itself offers all the services and facilities of a 5 star destination, combined with that special 'home away from home' feeling. [\[Find out more about one of Thailand's Best Hotels\]](#)



 **2011 Golfasian Amateur Golf Week Tournaments**

Preparations for the [2011 Golfasian Amateur Golf Week Tournaments](#) are in full swing.

The events will tee off in Hua Hin starting 12th March through 18th March and then move throughout Thailand during 2011, playing the best courses in each area in a tournament style event, designed for amateur golfers to play in a pro style tournament and promises to show case the best courses that each area has to offer.

The Hua Hin golf week is almost full but a some spots are still available, so [sign up NOW](#), before it's too late. [\[Visit our tournament site today\]](#)



 **Best of the Blog thailandgolfzone.com**

Royal Trophy Cliffhanger Ending!

After the amazing scenes at the 2010 Ryder Cup with Greame MacDowell putting to win, I thought I'd seen it all!

Obviously not!!!

The Royal Trophy 2011 in Hua Hin looked like a gimme for Asia, after Europe failed to win one of the four matches on day two at Thailand's Black Mountain Golf Club in Hua Hin.

[Read more about Royal Trophy Cliffhanger Ending!...](#)

Other golf stories can be found at the [Thailand Golf Zone](#) where there are over 500 other original articles dealing exclusively with golf in Asia and golf travel.

I would love to hear about any golf tips that any of you may have developed for getting the maximum enjoyment from your golf trips, and can incorporate some in future articles. Therefore if you have any golf tips or suggestions you would like to share, please [let me know](#) by dropping me an email.

➔ Subscribe to our [RSS Feed](#).

 **Golfing Tips - Back to the Basics**



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Plenty of times I have been asked what can I do to make the ball go further and straighter, well if I had the magic potion, I would be selling it on the PGA tour by the litre.

Hitting the golf ball straighter and further comes down to 5 basic laws.

Read more about the '[Back to the Basics](#)'!

If you have any other questions regarding golf tips to help you with your game email us at info@golfasian.com and we will reply in upcoming newsletters

For more golf tips visit www.golfthink.com



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Meet Golfasian at these Trade/Roadshows

Golfasian has a full schedule of tradeshows and roadshows during the next few months.

You can find us at the following exhibitions:

- March 20 - 29, 2011 - Golf Media FAM Trip - (Bangkok, Chiang Mai)
- April 15 - 17, 2011 - The National Golf Show 2011 (Birmingham, UK)
- April 25 - May 11, 2011 - Amazing Thailand Road Show 2011 (San Francisco, Houston, Chicago, Washington DC, New York and Toronto)



[Arrange an appointment](#) with Mark Siegel, MD of Golfasian, at one of these exhibits.



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If any reader would like to suggest a topic to be covered or better yet contribute materials, photos, or even commissions an article please [contact me by e-mail](#), I welcome the help.

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