

***Ho Tram Strip, Vietnam – 22 February 2016***; The Bluffs Ho Tram Strip has joined an elite club and achieved something few golf courses in the world can lay claim to, providing a watershed moment for Vietnam’s rapidly emerging golf sector. The recent [World 100 Greatest Golf Courses](#) rankings compiled by Golf Digest, from the world’s best-known golf magazine, included The Bluffs Ho Tram Strip at #74.

Expert panellists amass the rankings once every two years, drawing on their unmatched experience to qualify the best courses, against set criteria, creating a coveted club of the world’s best. The Bluffs Ho Tram Strip is the first *ever* course from Vietnam to be included in the prestigious awards and part of an illustrious group of new courses to be welcomed to the rankings for the first time.

“To achieve an accolade that carries such stature in the golf market and to do so in such a short space of time since our launch is truly exceptional,” commented Ben Styles, Vice-President Golf & Residential Ho Tram Strip. “This accolade stands to cement not only the Ho Tram Strip as one of the world’s most exciting new destinations, but drive interest from the lucrative golf tourism sector from new markets beyond our existing feeder catchment in the Asia Pacific territories. With the right activation, we will see an increase in inbound guests from mature golf markets worldwide, adding value to tourism stakeholders the length and breadth of Vietnam.”

The historic occasion has been celebrated by many leading figures in Vietnam’s tourism sector, suggesting the latest addition to Ho Tram’s collection of awards will amplify Vietnam’s global status as a major new golf destination.

“Vietnam has much to celebrate in the world of golf right now. Not only does the country boast more golf developments than anywhere else, but we have hosted one of professional golf’s best events and continue to be honoured with high profile awards,” commented Mr. Nguyen Van Cuu, Secretary General of Viet Nam Golf Association. “We will continue to support the golf tourism drive and believe we can establish our great nation as a central hub for global golfers to visit.”

The Bluffs Ho Tram Strip, designed by golfing great, Greg Norman has had a year beyond compare, bagging some of the golf industries most coveted titles and staging what many now regard as the most exciting new event on the professional golf circuit, The Ho Tram Open.

“This award really is the icing on the cake,” commented Major Champion Greg Norman, who himself enjoyed a haul of five entries from his design portfolio, unmatched by any other golf course designer. “We knew from the get-go we had a unique piece of land, and wanted mother nature to do her part in shaping the end experience at The Bluffs. It remains one of my favourite destinations and one every golfer should have on their bucket list.”

The team from Ho Tram Strip have carved out a reputation as the clear leaders for hospitality and service for golf in Vietnam. The combination of a Top100 golf course in the world and an award winning Luxury Resort and Casino, with a flair for

entertainment, prove the ingredients are in abundance for distinguishing the Ho Tram Strip as *the* premier luxury destination.

For more information visit [www.thebluffshotram.com](http://www.thebluffshotram.com) and [www.thegrandhotram.com](http://www.thegrandhotram.com)