

## **TRIPLE TRIUMPH FOR VIETNAM AS THE BLUFFS RECEIVES PRESTIGIOUS 'WORLD'S BEST NEW GOLF COURSE' ACCOLADE**

***The Bluffs Ho Tram Strip is honoured on the global stage at prestigious World Golf Awards***

**QUINTA DO LAGO, Portugal (Nov. 8, 2015)** — Just three-weeks before the Asian Tour sanctioned Ho Tram Open, Vietnam's richest sports event, The Bluffs has been propelled onto the world-stage by winning 'The World's Best New Golf Course' award at the prestigious World Golf Awards Ceremony.

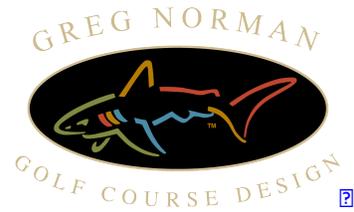
"This is the ultimate achievement for us," enthused Ben Styles, Vice-President of Golf & Residential. "You only get one first chance and to be honoured with this prestigious accolade fills all of us at Ho Tram with immense pride."

Additionally, The Bluffs Ho Tram Strip scooped 'Best Golf Course in Vietnam' and 'Best Golf Hotel in Vietnam,' after an extensive seven month voting cycle. The triple award success capped an unprecedented night of success, affirming The Bluff's, and Vietnam's, position as one of golf's most exciting new destinations.

"During our Grand-Opening last year, Greg Norman said the links-style layout had the potential to be one of the top golf courses in the world. We knew the golf course and Grand resort had the potential to be something very special, and to win three World awards before the end of our first full season of operation is incredible."

The team at The Bluffs are in the final stages of preparation to welcome some of the world's best golfers to the South-East coast of Vietnam, when the inaugural Ho Tram Open is hosted at the resort December 3<sup>rd</sup> – 6<sup>th</sup>, further acknowledgement of the standard of course and off-course facilities.

"We have been working hard to ensure The Ho Tram Open is staged at a level befitting of the resort and destination, showcasing 'Asia's Grandest Stage' to the world," continued Styles. "We took the bold decision to create a world-class event to put the eyes of the world's media onto Ho Tram. With our live broadcast reach and some of the best known players in golf, we hope this is the first step of a prosperous journey to grow Vietnam's golf tourism appeal."



At the awards ceremony hosted on Saturday 7<sup>th</sup> November, Greg Norman made an appearance via video link, congratulating the team for their hard work and dedication in conditioning his creation, but also praised Mother Nature for her role in the design.

“As a golf course designer, you only get the opportunity to work with sites as good as this maybe a few times in your career,” said Norman.

"It took Mother Nature thousands of years to create these sand dunes so we made every effort to preserve the natural character of the site. This is one of only two pieces of land of this quality and character that I have ever been given to work with, the other being Doonbeg in the south of Ireland. It's a very special place."

The course is framed by the white sandy beaches and shoreline of the Vietnamese sea, but also the 541 room hotel - The Grand Ho Tram. The integrated resort also enjoyed recognition at The World Golf Awards, securing its status in the golf world as 'Vietnam's Best Golf Hotel.' With a second tower under construction, which will increase resort capacity to 1,200 rooms, an award-winning casino, an appetite for the very best entertainment and a host of amenities from beach games to luxury pools and spa, the Ho Tram Strip is gathering momentum as *THE* major new force in golf and hospitality.

“Credit must be given to the Vietnam Government for their insight and vision to encourage developers to invest here. We have enjoyed their guidance and support and today's award is as much about the nation as it is about The Bluffs and The Grand,” commented Michael Kelly, Executive Chairman. “We would like to thanks the team from the World Golf Awards for their vision in recognising excellence and committing to staging a first-class evening. Our awards will take pride-of-place in our resort and will cherish being The World's Best New Golf Course.”

For further information visit [www.thebluffshotram.com](http://www.thebluffshotram.com) and [www.hotramopen.com](http://www.hotramopen.com)

Follow all updates on The Ho Tram Open on Facebook and Twitter @HoTramOpen

For further information contact; [Sonia.Mai@thebluffshotram.com](mailto:Sonia.Mai@thebluffshotram.com)