



## **Ho Tram Strip to host new US\$1.5 million Asian Tour Tournament in Vietnam**

**Ho Chi Minh City, 17 April 2015:** A lucrative US\$1.5 million Asian Tour tournament at the Ho Tram Strip will make its debut as Vietnam's richest golf showpiece from December 3-6, 2015, officials announced today.

The inaugural Ho Tram Open will be staged at the country's first truly integrated resort, located two hours south east of Ho Chi Minh City, with the magnificent Greg Norman-designed Bluffs Ho Tram Strip golf course playing host to stars from the region's premier Tour following a landmark three-year agreement.

England's Robert Rock, the course's brand ambassador and a two-time winner on the European Tour, will be among the players competing in the inaugural Ho Tram Open.

Through four days of live television broadcasts that will reach 180 countries and a potential 625 million homes on the Asian Tour's global TV platform, the Ho Tram Open will propel the Ho Tram Strip and The Bluffs onto the international map and showcase the destination as a world-class hub for gaming, entertainment and recreation.

The Ho Tram Strip has rapidly emerged as Vietnam's most talked-about getaway as visitors flock to experience the country's newest tourism jewel. The Strip is drenched in tropical sunshine and bordered by white-sand beaches fringing the East Sea.

Colin Pine, General Director, Ho Tram Project Company, said: "We are delighted to announce the launch of the Ho Tram Open at The Bluffs Ho Tram Strip in December. This new and exciting event will showcase the magnificent Ho Tram Strip to the world and complement our vision and ambition to deliver world-class entertainment to our guests and visitors.

"It is also our hope that the launch of Vietnam's richest golf championship will provide the catalyst for the game to grow in this beautiful country, especially with golf returning to the Olympic Summer Games program in 2016. We are committed to stage the Ho Tram Open for three years and we will work closely with the Asian Tour and our partners to ensure its success in 2015 and beyond."

Ho Van Loi, Director of Ba Ria Vung Tau Department of Sport, Culture and Tourism said: “The launch of the inaugural Ho Tram Open is a massive boost towards our country’s efforts to promote golf and tourism in Vietnam. It is our dream to produce caliber golfers on the Asian Tour while the Ho Tram Open will certainly put Vietnam — and in particular the Ho Tram Strip — on the global map through the extensive television exposure that the event will enjoy.”

Nguyen Van Hao, General Secretary, Vietnam Golf Association, said: “On behalf of the VGA, we are truly excited with the launch of Vietnam’s richest golf tournament, the Ho Tram Open, on the Asian Tour, an event we believe will spur the development of the game in Vietnam and inspire our young golfers to excel in golf. We are confident the Ho Tram Open will lay the foundation to our dream of seeing a Vietnamese golfer qualifying for the Olympics in the near future.”

Asian Tour Chief Executive Officer Mike Kerr welcomed the Tour’s newest tournament, one of four events to make its debut in the 2015 Asian Tour season.

“On behalf of our players, I would like to thank Ho Tram for its commitment to title sponsor the Ho Tram Open on the Asian Tour until 2017,” he said. “With a prize purse of US\$1.5 million, the Ho Tram Open will take its place as one of our prestigious championships on our 2015 Schedule and our members are very excited to return to Vietnam.

“I believe the Ho Tram Open will contribute positively towards the growth and development of professional golf in Vietnam, which has great potential to unearth new and young talents.

“With golf returning to the Olympics, it is our hope that the Vietnamese golfers who will have the opportunity to play in the Ho Tram Open will find the inspiration and determination to excel in the game and subsequently qualify for Rio de Janeiro and beyond. We look forward to a fantastic week of golf at the Bluffs Ho Tram Strip in December.”

Crafted by golf great Norman, the visually-stunning Bluffs Ho Tram Strip opened for play in October 2014 and has received rave reviews for its ‘links style’ design and five-star clubhouse and recreational facilities.

Ben Styles, General Manager, The Bluffs Ho Tram Strip, said: “It is a great honour and privilege for our championship course to play host to the inaugural Ho Tram Open on the Asian Tour.

“We look forward to hosting our first professional golf tournament at The Bluffs and we will ensure that our course will be at its absolute best to contribute toward the success of the event.”

Set along Vietnam’s spectacular south-central coast, the par-71 layout offers stunning panoramic views and ocean winds that are sure to test the best golfers from the Asian Tour.

### **About Asian Tour**

As the official sanctioning body for professional golf in Asia, the Asian Tour leads the development of golf across the region, enhancing the careers of its members while maintaining a commitment to the integrity of the game. The Asian Tour, through its membership of the International Federation of PGA Tours, is the only recognised pan-Asian professional golf tour in Asia. This unique feature positions the Asian Tour at the pinnacle of professional golf in Asia; providing its events with Official World Ranking status. Tour Partners include FENIX Golf (Official Apparel Partner), Inetol Headwear (Official Headwear Sponsor), Oakley (Official Eyewear and Footwear Sponsor), PRG (Official Accessories Supplier), Srixon (Official Ball), Titleist (Official Web Partner) and Rolex (Official Timekeeper). The Asian Tour has offices in Kuala Lumpur and Singapore. Also, visit us at:

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### **About Ho Tram Strip**

The Ho Tram Strip is a multi-phase luxurious oceanfront resort destination in Ba Ria-Vung Tau Province in southern Vietnam. The first phase of its development is The Grand – Ho Tram Strip, Vietnam’s first large scale integrated resort and ultimately will include an 1,100-room, five-star hotel, a world-class gaming facility, restaurants, premium meeting space, an exclusive VIP area, a championship golf course, as well as a variety of beach-front recreation activities. The first 541-room tower of this development opened in July 2013, with its second 559-room tower on track to open in 2015. It will be the initial component of the largest integrated resort complex in Vietnam. The second integrated resort will be operated by Pinnacle Entertainment Group, and

the Ho Tram Strip will further include three other five star resorts, all set along a 2.2 kilometer beach-front, surrounded by protected forest, and located around 2.5 hours from Ho Chi Minh City. The Ho Tram Strip further includes a Greg Norman designed golf course, The Bluffs, which Mr. Norman himself described as “one of the three most beautiful courses” that he has ever been associated with. With a focus on providing a personalized blend of excitement and relaxation, the Ho Tram Strip will feature something for everyone, from lavish entertainment to premium shopping and exceptional recreational facilities.