



## **PACIFIC LINKS INTERNATIONAL EDGES CLOSER TO 500 NETWORK CLUBS AS 2019 SUCCESS CONTINUES**

***-The world's most innovative Golf Network has seen a surge in worldwide venues joining its portfolio, providing participating clubs with access to a growing base of international golfing travellers-***

**Toronto, Canada (xx September 2019):** Pacific Links International (PLI) could see its portfolio of network clubs break 500 in the coming weeks, having added 95 world-class destinations and establishing a presence in six new countries during the first nine months of a landmark year.

Following the addition of network clubs in South Africa, Egypt, The Netherlands, Myanmar, Jamaica and Bahrain, as well as numerous venues within existing PLI localities, its goal of 500 participating network clubs by the end of 2019 is looking ever more likely.

Among the prestigious clubs to join the network this year are Brocket Hall (UK), Penha Longa (Portugal), TPC Toronto (Canada) and Address Montgomerie (Dubai), to name just a few. Truly international in its reach and with a footprint across five continents, the opportunities for network clubs and their members has never been greater.

**Rudy Anderson, President and Chief Executive Officer, Pacific Links, said:** *"This year has been a very rewarding one for us. By introducing almost 100 new golf venues within our portfolio, we have enhanced our offering as the most extensive Golf Network in the world of golf."*

*"For the operators of private clubs and resorts looking to attract visitors from our 20,000 Asia-based international members, and upwards of 140,000 members of network clubs reaping the financial benefits of Reciprocal or Affiliate access at some of the most prestigious venues in the world, Pacific Links International is having a real and positive impact."*

*"At the start of this year, we set several ambitious targets, but current growth has meant that even those have been surpassed with no signs of slowing down. This gives us great confidence as we move into the last quarter that our offering is continuing to resonate with operators and golfers themselves all over the world."*

PLI manages a 24/7 call center to organize and administer tee time bookings for all Network golfers. This worldwide benefit for the clubs' local membership and added new revenue potential are the prime motivators for businesses to participate in the network, with approximately 140,000 participating network golfers worldwide.

At participating network clubs, members of Reciprocal clubs are entitled to a significant discount off published greens fees at both Affiliate and Reciprocal Clubs, while members of Affiliate clubs are entitled to complimentary greens fees at other Affiliate Clubs and to a significant discount off published greens fees at Reciprocal Clubs. Providing benefits to both the club and their members' has been pivotal in PLI's overwhelming popularity.

Designed for the traveling Chinese golfer, PLI's international membership structure, meanwhile, provides over 20,000 largely China-based members with access to its network clubs. PLI also serves as a global golf travel service for this group, with additional offerings encompassing golf merchandise sales, tournament access, coaching provision and providing the opportunity to meet and socialize with likeminded individuals. All are inclusive in PLI's user platform, offering golfers a one-stop-shop for all their requirements.



Earlier in 2019, PLI also announced a new venture with Tiger Woods and Gil Hanse, in which the TGR Design Company was unveiled as lead architect for one of two spectacular golfing layouts to be created at Mākaha Valley Resort, Hawaii – a project commissioned directly by PLI. TGR will lead the development of the Mākaha North course, while Gill Hanse, creator of the Olympic Course in Rio de Janeiro, will develop the Mākaha South Course.

For more information visit [www.pacificlinks.com](http://www.pacificlinks.com)

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## NOTES TO EDITORS

### About Pacific Links International

**Pacific Links International has created the world's most comprehensive reciprocal golf course network and serves as the golf industry's leading portal to the avid, travelling Chinese golfer.** Pacific Links provides its Asia-based International Members with a premium golf experience through an innovative international membership structure. Pacific Links offers them access to the finest collection of high-quality golf clubs in the world. Since 2012, the Pacific Links network of Affiliated and Reciprocal clubs has grown to over 460 properties located in 46 countries around the world. The Pacific Links golf network serves over 20,000 members based in Asia, as well as an aggregated population of over 140,000 network golfers from participating network clubs. The main feature of a Pacific Links partnership for participating Network Clubs is the opportunity to offer reciprocal or affiliate access to other destinations across the Pacific Links International Network to their own members.

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