



LOUGH ERNE RESORT JOINS FORCES WITH PACIFIC LINKS INTERNATIONAL

-Multi award-winning resort, featuring Faldo Design golf course, becomes one of the latest British venues to join forces with the world's premier golf network-

Toronto, ON (April xxx, 2019) – Pacific Links International (PLI), the world's premier golf network, is delighted to announce a partnership with one of the most well-known golf clubs in Northern Ireland; Lough Erne Resort. As Pacific Links International (PLI) continues to grow its European portfolio, Lough Erne is the third Irish venue to become part of the international membership structure.

Reciprocal access for Lough Erne members will extend to golfing facilities across PLI's comprehensive portfolio, consisting of over 400 clubs in 37 countries, including the likes of Abu Dhabi Golf Club, Vietnam's Laguna Lang Co (also a Faldo Design golf course) and 2018 Ryder Cup venue, Le Golf National.

William Kirby, General Manager of Lough Erne Resort commented: *"The new relationship with Pacific Links International is a positive step in the right direction for both the club and our members. We're looking forward to enhancing our appeal across the globe and providing our members with a number of value-added incentives to play championship golf whilst visiting other countries."*

Lough Erne is home to two championship courses: the Faldo and the less undulating Castle Hume course. Faldo's well-crafted and challenging parkland layout opened for play in 2007 and quickly won accolades as one of Ireland's most spectacular courses. 14 of Faldo's holes have water in play, highlighted by the iconic 10th hole 'Emerald Isle' where the green is surrounded on three sides by water. Located 1.5 hours from Belfast, on the banks of Lough Erne and the smaller Castlehume Lough, both courses provide stunning views across the lakes and out across the beautiful County Fermanagh countryside. Without any distraction from housing or passing roads, Lough Erne provides a wonderfully natural, quiet and scenic retreat, as well as a wonderful test for your golf game.

"Lough Erne Resort is a very exciting addition to our international membership structure. Ireland is known as one of the most desirable golfing destinations in the world and we look forward to providing superb benefits to our network club partners and our network golfers" said **Rudy Anderson, President and Chief Executive Officer of Pacific Links International.**

"Our Network Clubs in Europe currently represent 10% of our portfolio, and Ireland is an area we are looking to develop and expand. There's no doubt that Lough Erne Resort will prove to be a popular choice with our International Members."

Pacific Links International offer two types of membership for golf clubs – Affiliate and Reciprocal. Reciprocal membership increases club profits and entitles members to significant discounts off published green fees at both Affiliate and Reciprocal Clubs. The drive behind Affiliate Membership is to maximise member benefits by entitling them to complimentary greens fees at other Affiliate Clubs, and to a significant discount off published greens fees at Reciprocal Clubs.

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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, traveling 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 400 properties located in 37 countries around the world. The Pacific Links golf network serves this membership base in Asia, as well as an aggregated population of over 125,000 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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