



PACIFIC LINKS INTERNATIONAL ANNOUNCES PARTNERSHIP WITH PENHA LONGA RESORT

-Prestigious Portuguese golf club becomes the latest European venue to partner with the world's most innovative membership scheme-

Lisbon, Portugal (August 27, 2019) – As Pacific Links International (PLI) continues to grow its global portfolio, it has confirmed Penha Longa Resort, one of the most luxurious venues in Portugal and three-time host of the Portuguese Open, as part of its reciprocal golf course network.

Members of clubs within this network gain access at discounted rates to golfing facilities across PLI's comprehensive portfolio, consisting of over 430 clubs in 44 countries, including the likes of 2018 Ryder Cup venue, Le Golf National, France, and Riviera Maya Golf Club, Cancun, Mexico.

With several fantastic golf resorts and golf courses, Portugal is one of the most popular countries in the world for a golf holiday. Golfers may instantly turn to the popular region of the Algarve, however, Portugal boasts many hidden gems near its capital city of Lisbon, of which Penha Longa is one and is located only 30 minutes' drive away.

Ranked in the top 30 Courses in Continental Europe, the 27-hole course at Penha Longa Resort designed by the famed Robert Trent Jones, Jr. is escapist golf at its best. It offers three different circuits: Atlantic Championship, Atlantic North and Atlantic South, providing completely different experiences.

The Atlantic Championship course is the standout design, taking advantage of the steeply sloping terrain and excellent views of the surrounding landscape. Six of the holes are situated in the valley, whilst the other holes have been built on a hill offering stunning views of the Sintra Hills.

Aside from the superb golf offering, Penha Longa Resort features a 5* Ritz Carlton hotel, eight innovative dining options including two Michelin Star restaurants, a Thai-inspired spa and many more on-site facilities to satisfy even the most discerning guest.

Rita Simões, Director of Travel Industry Sales, Penha Longa Resort, said: *"The new relationship with Pacific Links International is a fantastic move for Penha Longa Resort. Whilst we offer a superb 27-hole golf course, our facilities extend far beyond golf. We're looking forward to enhancing our international appeal and providing our members with a number of value-added incentives to play top quality golf whilst visiting other countries."*

Rudy Anderson, President and Chief Executive Officer of Pacific Links International, said: *"Penha Longa Resort is one of the premium golf facilities in Portugal; the 27-hole course, world class practice facilities, and award-winning dining options are just a few of the benefits on offer whilst golfers are visiting the Lisbon region. We are delighted to welcome the club as one of our newest European partners and look forward to hearing the feedback from our network golfers."*

For more information on Pacific Links International, visit: www.pacificlinks.com

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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 430 properties located in 44 countries around the



world. The Pacific Links golf network serves this membership base 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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