



PRESS RELEASE

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ASEAN TOURISM GOLF TOURNAMENT TO BOOST VISIT JOHOR YEAR 2020 AT THE ELS CLUB DESARU COAST

January 11, 2019 – Bogor, Indonesia, The stunning Els Club Desaru Coast will have the honour to kick off the second leg of the ASEAN Tourism Golf Tournament to boost Visit Johor Year 2020 on 15 & 16 August 2020 welcoming about 200 golfers from the ASEAN countries. The 2nd leg of the ASEAN Tourism Golf Tournament is organised by Johor Golf Tourism Association, an independent member-based association that provides support to all the golf fraternities in promoting Johor Darul Ta'zim as the ultimate golf destination and experience.

The 3-leg ASEAN Tourism Golf Tournament is poised to be one of the most coveted golf events among amateurs in the ASEAN countries and stands as a magnificent symbol of the ASEAN golfing community in bringing them closer to foster strong networking on the fairways.

The 2nd leg of the ASEAN Tourism Golf Tournament will be hosted in Johor Darul Ta'zim at one of the most renowned and prestigious golf courses designed by the former World No 1, "The Big Easy" South African, Ernie Els, The Els Club Desaru Coast - Ocean Course and Vijay Singh's The Els Club Desaru Coast - Valley Course. The first leg will be held in June in Phuket, Thailand, the third leg will be held in Bogor in September and the final round and closing will be held in December in Pahang, Malaysia.

Col. Mohd Jamal Salleh, the President of Johor Golf Tourism Association (JGTA) led the entourage from JGTA to Bogor, Indonesia to be part of the Press Conference to address the Indonesian Media on ASEAN Tourism Golf Tournament 2020 that was held at Rainbow Hills Golf Club on 11 January 2020.

According to Col. Jamal, "The ASEAN Tourism Golf Tournament is regarded as an epic event for Johor as it is held in conjunction with the Visit Johor Year (VJY) 2020 that is aimed to attract more tourists into the State, in particular, the golf enthusiasts and their families from ASEAN to enjoy a golf vacation in Johor. The participants will



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be excited to know that there are plenty of tournament prizes to be won aside from being rewarded with noteworthy golfers' goodies, surprise door gifts, scrumptious food and drinks, cultural performances and entertainment, grand and lucky draw prizes and lots of fun."

One of the main objectives of the ASEAN Tourism Golf Tournament is to enhance and promote ASEAN as a highly competitive regional golf destination in Asia Pacific to leverage the many amazing golf courses available in this region namely in Malaysia, Thailand, Indonesia, Singapore, Vietnam and many others. Additionally, it is also to encourage intra-ASEAN golf travels and strengthening ASEAN's golf tourism industry, broadening the cooperation in golf tourism among ASEAN Member States to enable travelling into and within ASEAN much easier and more efficient.

Col. Jamal is confident that this tournament will act as a stimulus in promoting the other tourism sectors in Johor as well such as high-end attractions, natural tourism spots, water sports, wellness and spa, medical, education, shopping, food cuisines, arts & culture, and many more that can attract high-end tourists from ASEAN as well as South East Asia.

According to him the golf tourism industry in Johor receives an average of between 500,000 to 600,000 golfers annually mostly coming from Singapore, South Korea and Japan and this number is expected to grow in 2020 due to the increased promotional initiatives to boost the golf industry for Visit Johor Year 2020. JGTA currently organises about 6 tournaments yearly and it hopes to organise more events in 2020 as well as bringing in more professional golfers to support the Visit Johor Year 2020. The Laksamana Trophy Charity Golf Tournament and the Tourism Johor Golf Tournament for the Tunku Panglima Johor Challenge Trophy are two iconic tournaments organised and staged by JGTA annually.

Johor Darul Ta'zim is popular for being the top-of-mind golf destination among the local and nearby countries' amateur golfers as it offers a value-for-money golf experience. The State boasts the highest number of golf courses in Malaysia at 28 golf courses of varying classes in luxury and exclusiveness. There are two 54-hole courses, three 36-hole courses, three 27-hole courses, eleven 18-hole courses, and nine 9-hole courses. ASEAN is very rich in its culture, heritage sites, diverse landscapes and marine attractions. To top it, the region also possesses a pleasant mixture of traditional and modern lifestyle and architecture which makes it as a very attractive destination suited for the entire family to immerse themselves in the diverse culture, arts, heritage and history. Also ASEAN's weather that is conducive for all-year-round





golfing can attract ardent golfers not just from the region but from many parts of the world as well.

Col. Jamal continued, "We are expecting that the ASEAN Tourism Golf Tournament will attract many avid and serious social golfers to come to Johor with their families to enjoy a complete holiday experience as Johor has so many to offer to the children and adults alike. Furthermore, Desaru Coast is a very popular holiday destination among the local and international tourists as the beaches are pristine and perfect for swimming, water sports and even snorkelling."

Col. Jamal also explained that the ASEAN Tourism Golf Tournament will kick start on the first day with an afternoon tee-off followed by a glamorous welcome dinner at the Tidal Wave Adventure Water Park. The second round of golf will tee-off in the morning of the next day and will culminate with the luncheon and prize presentation at the Desaru Coast Conference Centre. The participants will also get the opportunity to experience one more round of golf at another highly-acclaimed golf course located in Johor Bahru namely the Forest City Golf Resort or Horizon Hills Golf & Country Club besides shopping and enjoying the culinary delights in the city centre.

Col. Jamal said, "Desaru Coast is a newly-completed premium integrated destination resort situated at the south-eastern coast of Johor facing the South China Sea. Desaru Coast also accommodates four globally renowned five-star hotels, namely the One&Only Desaru Coast, the Anantara Desaru Coast Resort and Villas, The Westin Desaru Coast Resort and the Hard Rock Hotel Desaru Coast along with an Adventure Water Theme Park and an entertainment park and restaurants. To this end, we are confident that our tournament participants and their families will enjoy the beautiful golf courses at The Els Club Desaru Coast, the impeccable accommodation at the Hard Rock Hotel Desaru Coast and The Westin Desaru Coast Resort and the famous Johorean warm and personalised hospitality that will bring them fond memories of Johor and Malaysia."

Col. Jamal ended, "We welcome the participants and their families to Desaru Coast and Johor Bahru and we look forward to winning them over with our heart-warming Johorean hospitality, charm, beautiful destinations, and fun-filled golfing. Meanwhile, we also welcome any party or organisation who wishes to collaborate with JGTA as one of our Tournament Key Partners or in-kind Sponsors to ensure a greater success for this tournament."





There is a 4D/3N stay & play tournament package available for interested golfers comprising 2 rounds of competitive golf at the Ocean and Valley Courses, 2 nights' accommodation at the 5-star Hard Rock Hotel Desaru Coast or The Westin Desaru Coast Resort, additional 1 night stay in a city hotel in Johor Bahru either at Fraser Place Puteri Harbour or Amari Hotel Johor Bahru, lunches, dinners, golfer's goodies, tournament fee, land transfers, and lots more. For the local participants, they may also opt to partake in the tournament without accommodation. Additionally, participants are also recommended to experience additional round of golf at Johor's other highly-acclaimed golf courses namely Horizon Hills Golf & Country Club or Forest City Golf Resort.

After the Press Conference a mini golf tournament was held at Rainbow Hills Golf Club, Bogor. More than 60 distinguished VIPs, members from the media, invited guests and members from golf associations had participated in the tournament.

Thank you.

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