

Tenerife chosen as host of the next International Golf Travel Market (IGTM)

The island will become the world's golf capital in October 2015



31st October 2014 – Tenerife has been selected as the host venue for the next International Golf Travel Market (IGTM), to be held on the island from 5th to 8th October 2015. The announcement was made yesterday at the closing ceremony of this year's show in Lake Como (Italy).

The International Golf Travel Market (IGTM) is the world's most important meeting for the golf travel industry and each year brings together over 1,000 delegates and hundreds of media from all over the world. Tenerife's *Magma Arte & Congressos*, an avant-garde conference centre located in Costa Adeje and with a capacity of up to 2,500 delegates, will be the "epicentre" of the event.

Mr. Carlos Alonso, President of the Tenerife Island Government, says: "With this important announcement, Tenerife is now firmly established as a leading destination for European golfers. Not only will it be a great privilege for us to host the next IGTM but this will also be an unrivalled opportunity for Tenerife to showcase itself as a winter and summer golf destination to the industry."

Over the years, Tenerife has positioned itself as an all-year-round golf destination. Its second-to-none golf courses plus its annual temperatures of 23 degrees have helped the island become a clear favourite for European golfers. As an example, many competitions on the PGA European Tour and the Ladies European Tour take place in Tenerife every year. This is why the Tenerife Tourism Corporation has a specific brand, called "Tenerife Golf", devoted to promote the island's golf offer around the world.

Peter Walton, Founder and Chief Executive of the International Association of Golf Tour Operators (IAGTO), mentions that "the island's weather, accessibility and facilities are appropriate to host an event of this size. However, one of the most decisive factors to bring the IGTM to Tenerife has been the interest and unity of everybody involved in the project."

Tenerife features a total of eight golf courses plus one on the neighbouring island of La Gomera – all very different, with their own character and flanked by Tenerife's breathtaking mountain and coastal

vistas. Professionals such as José María Olazábal, David Gilford, Mark James, Raquel Carriedo and Elisabeth Esterl have all won tournaments in Tenerife.

Tenerife's golf courses:

27 holes:

Golf Costa Adeje: A peculiar golf course with traditional stone walled terraces spread across irregular land which was once used for farming. Located in Adeje, a short drive from Iberostar Grand Hotel Anthelia, Hotel Jardin Tropical and Sheraton La Caleta & Spa. Designed by Pepe Gancedo.

Golf del Sur: Having opened in 1987 and hosted the very first Tenerife Ladies Open in 2002, this golf course has established itself as one of Spain's best golf courses. Located in San Miguel de Abona and designed by Pepe Gancedo and Manuel Piñero.

18 holes:

Buenavista Golf: A true golfer's delight, with spectacular views of the coastline and a rugged mountainous backdrop. Watch out for the waterfall and lake, which require great precision but lend a fresh feel to this unusual course in north Tenerife. Located in Isla Baja, just by the Vincci Buenavista Golf & Spa hotel and designed by Severiano Ballesteros.

Amarilla Golf & Country Club: Literally next to the ocean, it is one of the island's most spectacular courses, if not a little challenging when golfers have to drive the ball right over the waves to the next green on the 5th hole! Located in San Miguel de Abona and designed by Donald Steel.

Golf Las Américas: Constructed in an amphitheatre shape facing the sea and set near the Hotel Las Madrigueras, it offers golfers a challenging start and an impressive clubhouse. Located in Arona and designed by John Jacobs.

Real Club de Golf de Tenerife: Set on the east tip of the island, it opened in 1932, is Spain's second oldest golf course and still preserves a typically British air of distinction. It is located in Tacoronte, at 600m above sea level, and boasts 18 holes in undulating fairways that ascend with a spectacular view of Teide.

Abama Golf: Conveniently located by the The Ritz-Carlton, Abama, golfers here are offered a complete array of golf, spa and dining facilities. Distinctive features vary from abundant lakes and palm trees to outstanding views, with the 10th tee offering the most stunning views. Located in Guía de Isora and designed by Dave Thomas.



Tecina Golf: Just a short ferry ride away on La Gomera, Tecina Golf complements perfectly Tenerife's selection of golf courses. Set along dramatic slopes that roll down towards the sea, the 4th, 10th and 12th are the most memorable holes on this Donald Steel-designed track.

9 holes:

Golf Los Palos: This nine-hole, par 27 golf course is a great place for golfers to practise their driving, with water obstacles being the most predominant feature. Located in Arona, five minutes from Playa de Las Americas and Los Cristianos, it was designed by IGD Olazabal.

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Notes for Editors:

1. The Tenerife Tourism Corporation is a membership led independent body, supported by the public and private sectors, which markets Tenerife overseas as a tourist destination.
2. For general tourism information on Tenerife please visit: www.webtenerife.co.uk.
3. For media enquiries, please contact Polly Martin or Enrique Martin at Hume Whitehead: polly@humewhitehead.co.uk / 0845 498 9985; enrique@humewhitehead.co.uk / 0845 498 9984.