

LOCAL SCENE

MEYDAN GOLF CLUB



Meydan and Troon combine to introduce a brand new golf experience to the region

Peter Harradine's nine-hole Meydan Golf Club will offer golfers a new opportunity, explains Troon Golf's Area Managing Director, Mark Chapleski

The Meydan Group have announced an agreement with leading upscale golf management and development company, Troon Golf, that will offer golfers a unique playing model when the nine-hole Peter Harradine designed layout opens for play at the end of March. Home to the Meydan Racecourse (which hosts the world's richest horse race, the Dubai World Cup) the challenging new floodlit golf course will be a welcome addition to one of the UAE's best-loved sporting venues. And with Troon

Golf at the helm, golfers can look forward to a superb facility that will offer a playing flexibility unmatched by any other club in the UAE.

Meydan will make golf accessible to all with an open pay-to-play fee structure rather than membership fees, welcoming golfers of all levels. There will be no members at the club, maximising opportunities for pay-to-play visitors and enabling Troon to tailor their pricing structure to the individual requirements of the golfer. Open until midnight, the nine-hole course

stretches over 3,700 yards from the back tees, and works its way between a series of natural lakes, which come into play on several approaches.

"Meydan is a fantastic environment; the hotel and the racetrack, it's such an integral part of Dubai," Troon Golf's Area Managing Director, Mark Chapleski, told *Golf Digest Middle East*. "And what intrigued us was the opportunity to do something different in the UAE - to run a facility that has no membership.



The owners want this to be a golf course that all types of players can enjoy, from both a quality and pricing standpoint. Because there are no members, that allows us to have a flexibility during off-peak times and run various promotions for junior golf, for beginners and so forth, and ultimately an opportunity to offer rates at certain times that are extremely affordable."

Troon Golf will run an online tee time booking system that will enable golfers to shop around for the times and rates that best suit them, but Chapleski is keen to point out that although Meydan will be accessible, it will still focus on quality over quantity. "We're not looking to cram the golf course. And at peak times, the rates will be more towards what you would expect from golf in the UAE. But there will be that opportunity for golfers to come play nine holes for AED 150-175, which will give so many more people the chance to play. It gives us the opportunity to show versatility in what we can do. And I think the exclusively 'pay-to-play' model will make Meydan just about the most welcoming and accessible course to come play in the UAE."