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JA The Resort Launches Golf Pro Group Packages To Dubai



JA The Resort has launched a golf tourism initiative targeting PGA Professionals to bring small golf groups to Dubai.

The initiative, partnered by local DMC's Desert Gate and Desert Adventures, is targeted at golf groups in Europe and Asia, as well as other key golf markets around the world. The package provides golf and accommodation for a golf professional along with seven amateurs, with the golf professional having complimentary golf and accommodation.

William Harley-Fleming, General Manager at JA The Resort, Jebel Ali Beach in Dubai, commented: "JA Resorts & Hotels have long had an affinity with golf and the JA The Resort Golf Course is internationally renowned for its 9-hole championship **Peter Harradine**-designed course. The course has historically hosted the Jebel Ali Challenge Match, the week's opener to the OMEGA Dubai Desert Classic at Emirates Golf Club.

"Both professional and amateur golfers are familiar with the golf product in Dubai through the European Tour's DP World Tour Championship at Jumeirah Golf Estates and the OMEGA Dubai Desert Classic held at Emirates Golf Club, supported by JA Resorts & Hotels. The city of Dubai and the UAE have handled the recent COVID-19 challenges in an exemplary fashion and we are confident that golfers will return to Dubai soon to enjoy a golf and tourism destination that is both safe and accessible."

The traditional Golf Pro Package is organised by the Tour Operator/DMC which includes access to the driving range at JA The Resort Golf Course for the hitting balls, practicing and for teaching duration of the pro groups'

stay in Dubai, as well as the local ground transport. At least one of the rounds of golf will be allocated to JA The Resort and the others will be at the golf clubs in Dubai.

Dubai now boasts 10 golf clubs, 12 golf courses and 180 grass holes, which can be included in this Pro Group package: Arabian Ranches, Dubai Creek Golf & Yacht Club, Dubai Hills, Emirates Golf Club (Majlis and Faldo Courses), JA The Resort, Jebel Ali Beach; Jumeirah Golf Estates (Earth and Fire); The Address Montgomerie; The Els Club; The Track, Meydan; Trump International Golf Club

Rafa Cabrera Bello, JA Resorts Global Ambassador, and winner of the 2012 OMEGA Dubai Desert Classic, said at the launch: 'JA The Resort is a home away from home for me and my family. I have been coming to Dubai for 10 years and now I am a Dubai resident and have treated Dubai as my winter base for many years.

"This JA The Resort initiative is ideal for pros to bring golf groups to JA The Resort and to Dubai. The new JA Lake View Hotel is an ideal base, as it looks over the golf course. The golf facilities, weather, condition of courses and hospitality in Dubai are up there with the best of the world. We look forward to welcoming these Pro Groups to JA The Resort."

These Pro Group packages can be booked by contacting Stuart McMurdo, Director of Golf at the JA The Resort Golf Course, by emailing stuart.mcmurdo@jaresorts.com.