



Troia Golf becomes an EGTMA Partner Club.

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Troia Golf, the spectacular golf course and resort situated at the tip of the Troia peninsula south of Lisbon, has joined The Scandinavian and Zala Springs to become an EGTMA Partner Club.

Alexandre Barroso, Director of Golf for Troia Golf: "I've experienced firsthand what the EGTMA can do for a destination while I was at Vidago Palace and we were working hard to make the north of Portugal known to golfers worldwide. The organisation and their members were instrumental in achieving considerable media attention for the golf courses and hotels in the region which is now well recognised amongst golfers. At Troia, we already have a media profile through other associations but this doesn't mean our media work is done."

In the heart of the Troia peninsula, you'll find one of Portugal's most engaging and challenging golf courses, Troia Golf, voted one of Continental Europe's best 20 resorts by Golf World magazine in 2018. The Robert Trent Jones Sr designed 18 hole par 72 golf course takes up 6-hectares alongside the beach with a dazzling view of the Arrábida Mountains.

The course opened for play in 1980 and was selected to hold the 1983 Portuguese Open. The combination of a November time slot, windy conditions and a new course for the professionals resulted in Sam Torrance being the only player under par with a winning score of minus 2 over 4 rounds. Nowadays, the 6.317 Meters measured course presents a kinder, more amateur friendly, proposition. With more mature and wider fairways, expanded greens and gentler hazard areas, a recent staging of the Portugal professional circuit resulted in a 9-under winning score over 3 rounds and with a new course record set. The course now sets up perfectly for a casual, enjoyable but still competitive round with friends.

Troia Golf is part of Troia Resort managed by Sonae Capital.

Jo Maes, President of the European Golf & Travel Media Association adds: "Now in our 13th year, we can safely say that the EGTMA has grown from strength to strength. We have organised close to 60 media trips to destinations all over the

world and provided unrivalled promotion to golf courses, resorts, regions and brands. By adding a Partner Club profile and promotion to our offering, we can use our extensive resources and database built up over the years, to present our partners”

EGTMA Partner Clubs are getting media and general golf industry attention directed to them via all EGTMA channels; web, newsletter, mobile, social and specific promotions based on their requirements and markets. We organise bespoke media trips for journalists from targeted markets which gives partner clubs a unique set off editorials in the leading golf and lifestyle publications.

About the European Golf & Travel Media Association

Into its 13th year, the EGTMA has grown out to be the ‘go to’ media organisation to reach golf and media influencers worldwide. EGTMA organises a number of media fam trips during the year and provides golf marketing and PR services to the golf industry.

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