

Vijay's Thumbs-Up for Desaru Project



Three-time Major winner **Vijay Singh** made the journey to Malaysia's Desaru Coast to inspect the work on his latest golf design project, being constructed in conjunction with his good friend **Ernie Els**.

Fijian Singh attended the Desaru Valley site to deliver his insight into the early progress being made by the Ernie Els Design team and reaffirm the strategy for his sixth signature golf course. Ernie Els Design is a Full Business Member of the Asian Golf Industry Federation.

Singh's layout will become the third to be created under The Els Club Malaysia banner when it opens in 2016, following The Els Club Desaru Coast, which will open for play in 2015, and the recently launched The Els Club Teluk Datai.

Having seen the early stages of his vision, Singh said: "In little over one year since work first began on Desaru Valley, it is very rewarding for me to see the development that has already taken place.

"We are designing this golf course to take full advantage of the natural topography, encompassing dramatic changes in elevation, which will allow the golfer to bask in the incredible surrounding landscape and the outstanding beauty of this region.

"Having seen the design steadily coming to life, I am greatly excited about the prospect of the golfing challenge we are

developing here for players of all abilities and am proud to play a role in enhancing the game in Malaysia.”

The Els Club Desaru Valley facility will include a 25,000 square foot clubhouse, complementing the nearby 27-hole Els Club Desaru Coast venue, which will also boast the Els Performance Academy and Els Residences overlooking the golf course.

Once complete, all three of Malaysia’s Els Club destinations will play an integral role in increasing the number of inbound golf travellers to the peninsula, as is the vision of Destination Resorts and Hotels Sdn Bhd (DRH), the company charged with growing the nation’s golf tourism offering.

“ We were thrilled to welcome Vijay Singh for his recent course design visit, and to see him in action crafting his vision for his signature championship course design for The Els Club Desaru Valley,” said Tunku Dato’ **Ahmad Burhanuddin**, Managing Director of DRH.

“Our business strategy by design seeks to create sustainable and economically viable tourism propositions. Given golf’s positioning on a global stage and the demographic it attracts, we have sought to redefine standards in the region’s golf offering.

“Ernie Els is an exemplary partner, whose Els Club brand stands for the kind of excellence we strive towards, which will add impetus in our efforts to attract tourists to Desaru. The Els Club Desaru Valley will certainly become a flagship asset for our business and give enjoyment for many generations to come.”

David Townend, Senior Vice President of The Els Club Malaysia, said: “The Els Club Desaru Valley is going to be an amazing championship golf course. Spending the past three days with Vijay and understanding his passion for detail in every aspect

of the strategy of designing the course leads me to believe that the finished product is going to really wow local and international golfers.

“The variety of golf courses that we are putting together at Desaru Coast, complemented by the breathtaking Els Club Teluk Datai in Langkawi, is going to put Malaysia firmly on the global map as a must-visit golfing destination. We can’t wait to unveil the golf courses in Desaru Coast to the public in early 2016.”

All courses will be managed and operated by Troon Golf, who oversee operations at some of world’s pre-eminent golf resorts.

Troon Golf is an Executive Member of the Asian Golf Industry Federation.

Sources:

<http://www.agif.asia/2014/11/vijays-thumbs-up-for-desaru-project/>