

GOLF

SPECIAL

- The joys of playing golf on the beautiful island of Majorca.
- Full coverage of today's *Bulletin* golf Cup: Page 2 and 3.



MAJORCA DAILY BULLETIN GOLF CUP



Below: Last year's event, which was a huge success and Top: the presentation of this year's tournament.

by
Jason
Moore



WELL, today is the day. The *Bulletin* gets into full swing this morning with our annual golf tournament, which proved to be such a huge success last November. We are pleased to welcome back First Mallorca, as the principal sponsor and Blevins Franks as one of the key backers of the event. A big thanks also to Jaguar/Quality Centre, El Corte Ingles, Ocean TV, Real Mallorca FC, Balearic Helicopters, Oli de Mallorca, Macia Batle, Number 12 Solutions, Imperial Properties, Mood, Son Amar, Mallorca Gold, Ticket and Laura for all their support. Not forgetting of course the Andratx golf club and the Campino restaurant which will be providing all the food and drink for today's event. The programme is as follows:

- 8.30a.m. Registration and collection of gift bag (which consists of a copy of the *Majorca Daily Bulletin* golf special, a copy of First Mallorca's excellent *Passion* magazine, a bottle of oil courtesy of Oli de Mallorca, a bottle of wine and sea-salt courtesy of Macia Batle and a *Bulletin* golf cap.
- 9a.m. Breakfast is served at the Campino restaurant for all players.
- 12p.m. Helicopter from Balearic helicopters will touch down close to the half way house bar. The two overall winners of the event will receive a free 30 minute flight around the island.
- Between 2p.m. and 3p.m. Golfers return and lunch is served at the Campino restaurant.
- At about 4p.m. The prize giving ceremony will be taking place and tombola.
- 4.45p.m. Toast to the winners.



Bulletin gets into full swing today at the Camp de Mar course



The contents of the gift bag which all players will receive this morning just after registration. Right: some of the tombola prizes.



The *Bulletin* first decided to organise a golf tournament to underline the importance of the sport to Majorca and especially dur-

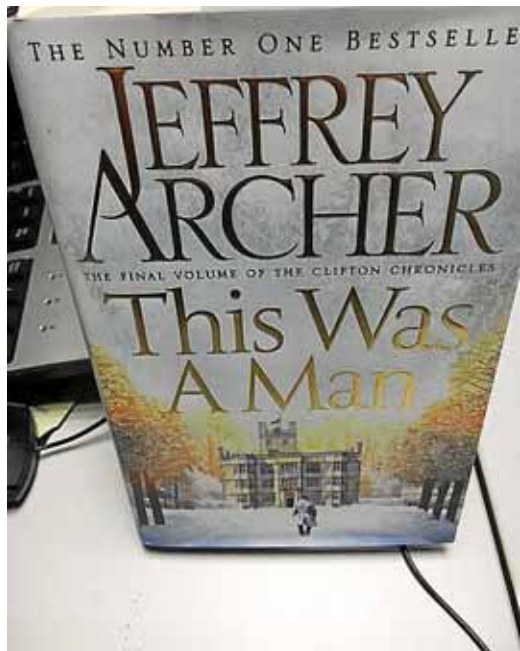


ing the low season months. Majorca has some excellent golf facilities which can be enjoyed by all.

MAJORCA DAILY BULLETIN GOLF CUP



Top (L): A free Majorca flight for the winners.



Above: Some of the tombola prizes which can be won today.

GOLFCUP

LIST OF PRIZES

- Golf prizes.
- The top prize for the overall winners of the golf tournament are two Majorcan food hampers courtesy of El Corte Ingles, a flight around the island courtesy of Balearic helicopters. Other lesser prizes have all been donated by our friends at Laura Ashley and El Corte Ingles.
- Tombola.
- The top tombola prizes include a Bose surround music system courtesy of Ocean TV, Pop art paintings courtesy of Number 12 Solutions, and lots more.



Jaguar Landrover will be sending some of their latest models to the course today.

INTERVIEW

“Golf tourism is of major importance to the island”

● “Whatever you are looking for, you will be able to find it on Majorca.”

First Mallorca, the leading local real estate company is once again the principal sponsor of the Majorca Daily Bulletin golf competition. Heidi Stadler, Chief Executive of the company tells Bulletin editor Jason Moore about their recipe for success.

1. Jason Moore: First Mallorca, is one of the most successful companies on the island. What is your recipe for success?

Heidi Stadler: “Passion is the best ingredient for success! We all have not only a right but also a responsibility to be happy in our life. Our profession is part of it. I love what I am doing and Robert Maunder who owns the company with me always shared the same passion with me/us. This was and is the motto of First Mallorca.”

2. Do you think golf, and Majorca’s golf courses have helped Majorca over the years?

“Clearly golf tourism is of major importance to the island. The golf courses have created an additional quality of life for foreigners and local inhabitants alike. It is a superbly healthy and positive addition to the island.”

3. How would you define Majorca?

“Majorca is a heaven. Majorca is becoming a brand, and for me, stands for beauty of life. Majorca is an inspiration and an opportunity to enjoy life fully. Whatever you are looking for, you will be able to find it. In my personal life Majorca is good energy, light and a sun rise full of opportunities every day ...”

4. Majorca is continuing to evolve, how do you see Majorca in 20 years time?

“Majorca is a micro-cosmos. The key lies in a consolidated society with the necessary understanding between all nations enjoying this paradise. Tourism is of paramount importance for the island, so is real estate but the fact of the matter is to feel and continue to feel welcome. We should never forget to be a good host.”

5. Do you think that Majorca is one of the most desired places on earth?

“I travelled for 11 years before settling down on the island. For me Majorca is special. The world has many magic places. Majorca certainly has many ingredients of this magic and attracts therefore many people of different walks of life. Desire is a strong feeling and comes from a wish. When you are ready for paradise, you will find it.”

6. How is the real estate market at the moment?

“It seems the whole world wants a piece of paradise. So many nationalities are ready to invest in Majorca and conclude transactions, bringing prices partly to a higher level than before the lean years after the demise of Lehman Brothers. Only positive news from us.”

7. Do you think that the majority of people who buy a home on the island are looking for sun and beach?

“Tourists are to be guided to open up to more than sun and beach as the majority seems to only look for these



Heidi Stadler, the CEO of First Mallorca.

“It seems the whole world wants a piece of paradise. So many nationalities are ready to invest in Majorca and conclude transactions...”

“Passion is the best ingredient for success!”

factors. Anyone who really wants to discover Majorca knows of course, that there is so much more to it! Palma is the best example for the new quality of life with so many fantastic new boutique hotels open now. Be it be walking, climbing, cycling or simply sitting in the sun in winter and philosophy - Majorca is the perfect setting for a soul to relax.”

8. And on a final note, would you like to learn to play golf?

“I would be fully in the hands of a patient, humorous and caring Pro! If I get the right CV, I start immediately jajaja...”

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GOLF TOURISM

Putting a value on GOLF TOURISM



BY ANDREW EDE

The number of golf tourists coming to the Balearics in the course of a year is put at around 190,000. Statistics can be open to some interpreta-

tion, but if this figure is taken at face value, it indicates a significant increase in golf tourism: a figure for 2008 put the number at 115,000. It would, though, be in line with the growth in cycling tourism. Be-

tween 2008 and 2013, the number of cyclists is said to have increased by a staggering 75%.

Like cycling, therefore, golf tourism appeared to be unaffected by economic crisis. The number of tour-

ists rose, and they were spending more than regular tourists. The 2014 official figure for this was slightly more than 215 million euros. Or put another way, it represented a spend of over 230 euros more per stay than regular tourists. Moreover, the length of stay had also gone up - the average number of days had almost doubled.

The value of golf tourism is unquestionable, though it needs placing in some context. Spread principally over the months of September to November and then February to May (similar also to cycling), it equates to roughly 1.5% of annual tourism numbers to the Balearics. Nevertheless, it forms a significant niche which, when added to other niche segments of the tourism market, assists in making ever more inroads into the islands' tourism seasonality. The further growth of golf, and so therefore its promotion, should remain high on the regional government's agenda.

There are other reasons why golf should be treated with some priority. In 2010, the Majorca

Chamber of Commerce published one of the most important and most in-depth pieces of tourism research ever conducted. Included in this research was a breakdown of every conceivable tourism niche, and for some of these niches there was an evaluation of how tourists spend their money. In the case of golf, the highest spend was not on golf courses - they ranked third. Accommodation represented 30% and restaurants 19%. Shopping was fourth with 13%. High spending power therefore has benefits for sectors other than golf alone.

Since that research was put together, there has been one very notable development in Majorca - the upgrading of the hotel stock. The Chamber of Commerce observed that the golf tourist going to any destination in Spain will, in more than 70% of cases, opt for hotel accommodation that is four-star superior or five-star. At the time of the research, Majorca didn't have a high ratio of hotels on these ratings. It now has far more, so the accommodation infrastructure has become more suitable for the expansion of the golf tourism market.

Much, however, depends on getting to the Balearics. In the British Isles, there are some one and a half million registered golfers. Of these, more than half a million are in Scot-

land and Ireland, neither of which is exactly blessed with convenient or abundant air connections in the low months. The same might be said of Sweden, where there are over half a million golfers.

Given the number of golfers and the fact that a golf tourist is said to make four trips a year, the scope to develop the market into a genuinely all-year tourism activity would seem to exist, but only if there are the air routes. Majorca struggles to compete with the Costa del Sol in this regard. The challenge exists as ever for airlines, tour operators and government to come together and develop a coherent and effective strategy for a niche that is of major value to tourism.

This coherence needs to take account of how golf can combine with other niches. Gastronomy, shopping, culture are just three. There is also business tourism, and with Palma's Palacio de Congresos convention centre finally about to become a reality, here is further potential good news for Majorca's golf and economy.

The future looks bright for golf. Majorca very much fits the mould of what golf tourists seek, not least the fact that there are the number of courses which there are and that the distance between them is small. Everything that a golfer could want is right here.

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seminar

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We have invited Russell Investments to discuss the current investment climate and economic forces, as well as investment opportunities. Russell manages £185 billion of assets and is the leader in multi-manager diversified investing.

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GOLF COURSES IN MAJORCA

Golf in Majorca

Comes of age

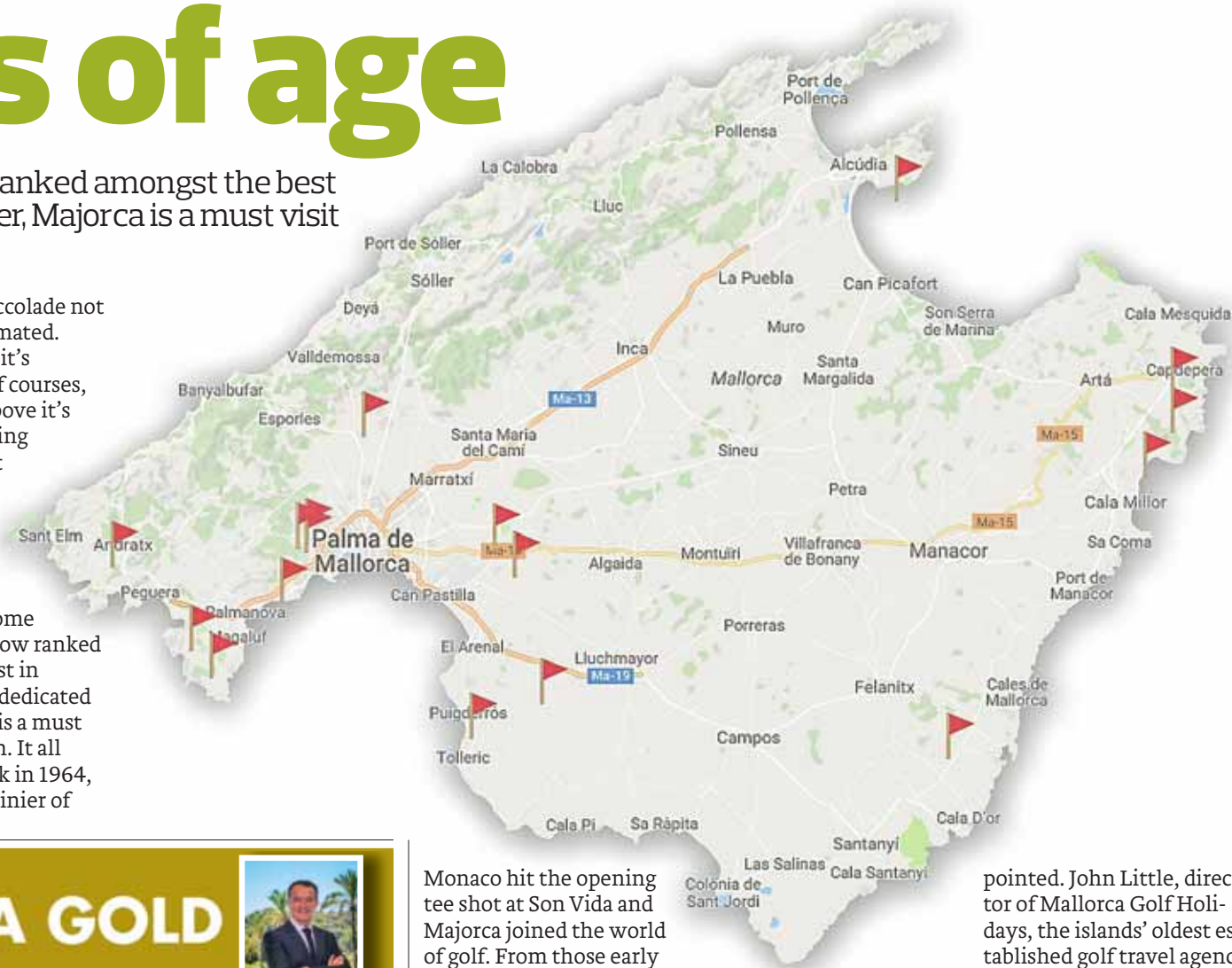
With some of the courses now ranked amongst the best in Europe, for the dedicated golfer, Majorca is a must visit destination.

November 14 2016 - not a significant date for many. However, for the world of golf and more specifically, golf in Majorca, the date marks the opening of the International Golf Travel Market (IGTM). Once a year the world of golf travel comes together to meet in a location associated with golfing excellence.

This year it's Majorca's turn to host the global gathering of movers and shakers that drive one of the most lucrative sports and leisure industries in

the world. An accolade not to be underestimated.

Majorca, with its twenty two golf courses, punches way above its weight as a golfing destination, but it's not just the quantity and variation the island has to offer, it's also the quality. With some of the courses now ranked amongst the best in Europe, for the dedicated golfer, Majorca is a must visit destination. It all started way back in 1964, when Prince Rainier of



MALLORCA GOLD

REAL ESTATE *by* DANIEL WASCHKE

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Monaco hit the opening tee shot at Son Vida and Majorca joined the world of golf. From those early beginnings the island has gone from strength to strength, expanding and adapting to cater for an ever growing appetite from the followers of the small white ball. How many hundreds of thousands, no millions, now totally disagree with Mark Twain? His infamous insinuation that golf was no more than 'a good walk spoiled', couldn't be further from the truth for the many enthusiastic golfers that chose to come to Majorca every year.

The 2016 summer season has broken all records for tourism and golf has played its part, with many courses close to capacity. Yet with the variety and variation, few are disappointed and the perfect golfing experience is invariably delivered with most vowing to return. As events in other fringes of the Mediterranean have contrived to effect visitor numbers to those countries, many golfers have chosen to explore Majorca as an alternative and they haven't been disap-

MALLORCA GOLF COURSES

- ▶ Club de Golf Alcanada
- ▶ Golf De Andratx
- ▶ Real Golf Bendinat
- ▶ Club de Golf Canyamell
- ▶ Capdepera Golf
- ▶ Golf Maioris
- ▶ Club de Golf de Poniente
- ▶ Golf Park Puntiró
- ▶ Golf Santa Ponsa
- ▶ Son Antem Golf Club
- ▶ Golf Son Gual
- ▶ Arabella Golf Son Muntaner
- ▶ Arabella Golf Son Quint
- ▶ Club de Golf de Son Servera
- ▶ Golf Son Termens
- ▶ Arabella Golf Son Vida
- ▶ Vall D'Or Golf
- ▶ Pula Golf
- ▶ Golf Pollença
- ▶ *Executive Pitch & Putt
- ▶ *Pitch & Putt Santa Ponsa

pointed. John Little, director of Mallorca Golf Holidays, the islands' oldest established golf travel agency, confirms a bumper year.

Established in 1999, primarily to deal with the UK

The 2016 summer season has broken all records for tourism and golf has played its part.

and Irish markets, his company has seen extensive growth from other northern European countries. John comments; 'Whilst our traditional client base remains incredibly important to us, we now welcome clients from Germany, Sweden, Denmark, Norway and pretty well every other European country.'

With global interest in golf being at an all time high, the significance of hosting the International Golf Travel Market in Majorca is put firmly in perspective. As far as golf is concerned, Majorca has truly come of age.

by John Little





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GOLF FASHION

Golf fashion – BELOW PAR

● Common sense started to prevail, thank goodness, in the 1930s when trousers descended from the knee (or four below) to the ankle. Yep, flannel trousers that could take you comfortably from the office to the golf course.

by Sarah Drane



I've been wracking my brains and gorging on recent Olympic coverage to try and identify a sport with worse fashion sense than golf. Despite finding Tom Daley's micro trunks borderline indecent and coming out in hives when I see a man of a certain age poured into skin-tight lycra on a bicycle (not to mention *that* Columbia women's cycling team uniform in 2014 – Google it) I cannot think of anything as offensive to the discerning eye as golf attire. What is it about 'hitting a very small ball into an even smaller hole with weapons singularly ill-designed for the purpose' that sinks any sartorial sense?

First of all, we can blame Scotland. Although the Dutch like to claim they invented golf in the 13th century, modern golf played across 18 holes was most likely conceived in Scotland in the 15th century with 'the home of golf', St Andrews in Fife, founded in 1552. North of the border is hardly known for its balmy climate so in order to take the harsh North Sea winds head on, golfers had to fortify themselves with knickerbockers, jackets and caps fashioned from heavy tweed, completing the look with starched shirts, neckties and good solid shoes.

The golf boom came proper in the late 19th century. Thanks to Victoria and Albert building their Highlands Balmoral retreat in 1850, enthusiasm for all things Scottish reached a crescendo and by the 1860s fast frequent train services between London and Edinburgh became the norm. Mass-produced natural latex golf balls replaced feather-filled leather and, having taken Scotland by storm, the sport gradually filtered south. England had 12 courses by 1880, 50 by 1887, over 1,000 by 1914, and, skipping across the Pond, America had over 1,100 golf clubs by 1932. What were the golfers all wearing now?

A 1918 article from *Vanity Fair* magazine gives us this insight: "brown linen single-breasted jacket with waistcoat... knicker-



bockers made to match... woollen stockings of a fairly heavy weight... in many colours and patterns" followed by "a soft shirt is, of course, an essential for comfortable golfing, and flannel will be found to be a very desirable material" topped off with "a cap of Shetland homespun, a soft hat which will stay on the head well". Quite. Good advice *Vanity Fair*. If you were very affluent you added four inches to your knickerbockers to make 'plus fours'.

Common sense started to prevail, thank goodness, in the 1930s when trousers descended from the knee (or four below) to the ankle. Yep, flannel trousers that could take you comfortably from the office to the golf course. The neckties, more often

Right now, the professional circuit has its fair share of trendsetters who are almost as well known for their outfits as they are for their grasp of the game.

than not, got ditched.

And then we entered the fashion era of more recent memory – short-sleeve shirts, sleeveless v-neck pullovers (AKA tank tops), comfy slacks, spikes. Imagine Tiger Woods circa 2005 in the kind of roomy pleated trousers your Dad would wear. Ok, you can stop imagining it now.

Right now, the professional circuit has its fair share of trendsetters who are almost as well known for their outfits as they are for their grasp of the game. 40-year-old Arsenal fan Ian Poulter leads the pack. He's never been backwards in coming forwards sporting pillar-box-red striped hair at the Irish Open in 2003, highly subtle Geri-esque Union Jack trousers followed by a Payne Stewart floppy-hat-plus-four tribute at the British Open in 2004, and



27-year-old American golfer Rickie Fowler in his top to toe orange.

GOLF FASHION



St Andrews, the oldest and most iconic golf course.

top-to-toe pastel pink in the 2010 Match Play Championships in Arizona – he certainly was in the pink, he won it. Unsurprisingly Ian owns a successful golf clothing label – IJP Design – tartan trousers feature aplenty.

Other style 'icons' include 27-year-old American golfer Rickie Fowler (he has a penchant for top-to-toe luminous orange), 25-year-old Japanese golfer Ryo Ishikawa who doesn't shy away from floral, Hawaiian (or even flamingo) print and 37-year-old Northern Ireland golfer

Graeme McDowell who loves a vintage button-down collar or a splash of polka dots. However you'd be pushed to call any of it 'fashionable' and they're certainly looks that will never translate to the high street – unless you have extreme (misplaced) confidence, like Donald Trump for example.

So what *should* you be wearing on the golf course to satisfy the fashion police?

Blogger of impeccable taste, Amanda O'Riordan from 'Amanda Zips it Up', has this to say:

"Shorts, and short skirts, on the golf course are a tricky subject. Most clubs prefer tailored and longer length but it's all

about the accompanying socks. Some clubs require long socks so that the only bare bit of flesh left is a knee cap, others only allow short socks when they are white while, for the rest, anything goes. I have always found shorts the most attractive attire for guys on the course and would suggest they go for Burberry Argyle socks every time – in every colour way too."

"If trousers are more your thing, a variation on the chino is the most acceptable. Cargo trousers with bulky outside pockets are also bang on trend. Denim is a definite no-no."

"Shoes can be an issue. Trainers used to be 'out' as it has to be golf shoes at most courses. They still are 'out' but mercifully the modern golf shoe often looks so much like a pair of trainers it is hard to work out what people are wearing. Just don't display your Nike tick. Spikes are another matter. Many courses require plastic cleats these days rather than metal spikes so as not to leave nasty marks on the green – they're not a great look."



"For me, Tiger Woods does golf fashion well. Remember when Tiger Woods, among others, used to play tour events in a roll-neck shirt? Well what Tiger wears, sells, so you could buy these shirts in pro shops marketed as 'golf attire'. The only trouble was lots of golf clubs wouldn't actually let you wear them out on the course. #Awkward."

"If in doubt go for a Ralph Lauren polo shirt and chinos or cargo trousers – that will get you on any course anywhere, and you'll look cool."

"For the ladies try the ultimate go-to website www.swingoutsister-golf.com for the best selection in hats, head bands, jackets, short skirts and leggings. Calvin Klein can kit you out perfectly too. Take my advice and keep it tight and sexy. That way we put off all the guys while we score the hole in one..."



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THE HISTORY OF GOLF

From a well in Alcudia to Prince Rainier

by
Andrew
Ede



There is a well in Alcudia which, in August 1707, was covered over by the order of what then constituted a town hall. The local authority was concerned about the number of stones that children were throwing into it and possibly also by how many children might have disappeared into it.

A well from over three hundred years ago might seem like a peculiar starting-point for considering Majorca's golfing heritage, but it was to prove to be crucial in the creation of the island's first golf course. The well came to eventually be sited within Alcudia's electricity plant in the early years of the last century. The water was used to drive that plant, and the owner of the electricity distribution network in the town was a gentleman by the name of Pere Mas i Reus.

In 1933, Mas i Reus and Jaume Ensenyat acquired 198 hectares (around 490 acres) of land. It was sold to them by Joaquim Gual de Torrella, who himself had obtained the land from the bankrupt New Majorca Land Company, established by the British engineer Frederick Bateman for the purposes of draining and cultivating the Albufera wetland.

Mas i Reus, Ensenyat and Gual de Torrella's son, Mariano, were involved with an ambitious project. They planned to create a resort. Some one hundred plots were to be sold, a hotel was built and, central to the whole project, a golf course was created. Which was where the well came into the story. Its water was needed for the course and for the properties that were to be built on the plots. The well was, by then, no longer inside an electricity plant. The building had become a textile factory - Tapices Vidal - and Mas i Reus paid the factory two centimos of a peseta per cubic metre for general use of the water and seven centimos for watering purposes. In addition, he had to install a pipeline for the water to be supplied from the old town to the site.

The hotel was called the Hotel Golf. It is now the adults-only Vanity Golf, the home also to Team Sky when they train in Majorca in the winter. The golf course was officially opened in February 1934. Ensenyat, in addition to believing that tourists could be attracted, felt that the course would be of value to the British (and American) residents in neighbouring Pollensa. Some members of this foreign community were invited to the opening.

What they witnessed and what they played was rudimentary. The course had nine holes, all of them on totally flat land. The greens were indistinguishable from the fairways, which were marked out with stones and shells. How successful (or not) the course was to prove to be, its life was short. The Civil War came, and the course was taken over and used as a landing-strip.

As for the well, that remains. The factory has long since closed, but it too remains, occupying a corner of Alcudia's market area. The well, though, has been accorded a certain status in the town's history, which speaks of it having a well-deserved place in the economic development of Alcudia and of Majorca. How much greater or swifter that development might have been is purely hypothetical. The golf course and resort project were killed off by war. It wasn't until the 1960s that the plan for the resort, minus the golf course, was revived.

The importance of the well and therefore the provision of water cannot be underestimated. An indication of this was the fact that the Alcudia course wasn't strictly speaking the first. Mas i Reus and Ensenyat were both heavily involved with the Majorca Tourist Board. Mas i Reus, though known more as an engineer, had joined its governing board as a spokesperson for the association of hoteliers in the mid-1920s. Both he and Ensenyat would almost certainly have attended a function at the Hotel Formentor in 1930, which was specifically for members of the tourist board. They would probably have observed that the hotel had a golf course.

The hotel was called the Hotel Golf. It is now the adults-only Vanity Golf, the home also to Team Sky when they train in Majorca in the winter. The golf course was officially opened in February 1934.

Little is known about this course and it seems that it was never actually used. And the reason why not was that there wasn't sufficient provision for water to maintain it. A subsequent plan for the Formentor course never got off the ground. The year was 1936.

The Civil War and then the world war put everything on hold, including another plan for a resort with a golf course. Habitat Golf Santa Ponsa was founded in 1932, the garden city design of the whole resort having principally been the work of two Germans - a Berlin building tycoon Heinrich Mendelssohn and architect Max Säume.

It wasn't to be until 1964 that a golf course - a sustainable one - was inaugurated. The concept for the Son Vida course, originally just nine holes, was mainly that of one of the partners in the hotel, the American Steve Kusak. Another of the partners, Jose Luis Ferrer of Binissalem wine fame, was said by his daughter to have had no idea about golf or golf courses. Once he had visited courses in Monaco and Zurich, his enthusiasm for the development of the course was kindled. It was Prince Rainier of Monaco who teed off for the first time. Majorca's golf was finally, and after the stuttering attempts before the war, on course.

Majorca's golf 1934 to 1964

Prince Rainer of Monaco teeing off on the Son Vida golf course in 1964.



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PLAYING GOLF

THE PERFECT ROUND

will always be out of reach

● My first golf instructor gave me a tip ... first learn to hit the ball, which isn't as easy as it sounds, then to hit it straight.



by
**Donald
Trelford**

What makes golf so addictive, my father used to say, is that you can never beat it. No matter how good you are, or how many years you have played the game, or how well you have been coached, the perfect round will always be out of reach, even for the world's top professionals.

Yet most of us have hit at least one perfect shot in a round, sometimes more. I remember playing in a pro-am event in Spain many years ago and hit a five iron

at a par three hole and I can still hear the cry of "perfecto" from my partner, the Spanish pro Sebastian Miguel, as the ball soared through the air and landed a few inches from the hole.

It is that occasional perfect shot - one that even the great players couldn't have hit better - that keeps us all going. Putting four good shots together at one hole is a target that we can rarely reach. Putting 18 good holes together is only a dream. But then the perfect round - defined perhaps as 18 birdies - has eluded all the golfers in history.

My father learned to play golf during the General Strike in Britain in 1926, when he was 15. He was taught to play by one of his teachers, for all the schools were closed by the strike. He took him out to play golf every day and fuelled an enthusiasm for the game that lasted into his eighties. I remember my father saying in his later years: "If it's true that you lose ten yards on your drive every

year after the age of 70, I'll soon be going backwards."

I was lucky enough to play in a number of pro-am tournaments when I was much younger. At one event at La Manga I found myself sharing a locker room with film stars such as Sean Connery, Ray Bolger and Fred MacMurray. Joe Di Maggio, the great American baseball player who married Marilyn Monroe, was also there, along with the Manuel Santana, the Spanish tennis player who won the Wimbledon title, and golf legends Gary Player, Tony Jacklin, Bernard Gallagher and Peter Alliss.

I was paired with a South African pro, Dale Hayes, in a match where we both got money if we won. At the final hole he played the ball within a couple of feet and all I had to win the match was make the simple putt. I missed. Hayes scooped up my errant ball on his putter and hurled it about 30 yards into a lake. He didn't say a word, but I got the point.



Golf sounds like a simple game: all you have to do is hit a ball with a stick. My first golf instructor gave me a tip which I recommend to all beginners. First learn to hit the ball, which isn't as easy as it sounds, then to hit it straight. When you can do those things consistently, then you can try to hit it a long way.

In practice, however, it isn't as simple as that. Your whole body is involved in the drive and the correct movement of your hands and legs, and the turn of your hips, play a crucial part in determining whether your ball soars through the air or dribbles a few feet along the ground.

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PLAYING GOLF



I played a round once with Len Hutton, the great cricketer, who used to write for *The Observer* when I was the Editor. Len had lost three inches of his left arm through breaking a wrist in a war-time accident and having it badly set. After the war he had to use a lighter bat and couldn't play certain shots, such as the hook. As a result, he had learned a great deal about the use of the hands in sport.

As I was spraying the ball all over the Royal Wimbledon golf course, and even into the adjacent gardens, I could hear Len's voice behind my back saying, "It's all in the hands, Donald." I can still hear that voice today whenever I make the

same mistakes on a golf course, even though Sir Len died 27 years ago: "It's all in the hands, Donald."

I remember once, coming up to the final hole at Roehampton and hitting a seven iron towards the green, which you couldn't actually see for the lie of the land and trees on the right. I struck the ball beautifully, but then I heard a big crack as the ball had obviously hit something. As I approached the green, I could see people staring out of the clubhouse windows, suggesting that my ball had struck the wall.

Then I looked at the green and saw my ball a few inches from the hole. It had

evidently rebounded from the wall onto the green. So I ignored the looks from the clubhouse windows, pretended I knew nothing about hitting the wall, and strolled nonchalantly over to my ball, popped into the cup and headed for the 19th hole.

In Pollensa we have a delightful nine-hole course which can be pretty testing. Over the years I have lost many balls in the water or the trees, or in the road that is too close to hole number six on the right. Once a man came out of the trees with a tray of balls and offered them to me. When I looked at them I realised they were all mine – he had followed me round the course and made me pay to get my own balls back.

Water has a fatal attraction for my golf shots. At Valderama once I lost 14 balls as I kept trying stubbornly, time and again, to clear a lake. When I saw that the lake at the third hole in Pollensa, which had swallowed so many of my balls over the years, was being drained, I thought this was my chance to get some back. Hundreds of balls were lying on the surface of the mud.

So I stepped into the mud and reached for a few balls. At first this was fine, then as I ventured further up the slope my feet were sucked down into the mud up to my thighs. I was stranded. My shoes had come off in the mud. I managed to reach down and recover one, but the other was lost forever.

I emerged with my clothes covered in



mud and wearing only one shoe, making a shabby and amusing spectacle for the neatly-attired Germans who were walking by. To make matters worse, I was on the far side of the course and had to suffer many strange glances in the long walk to the clubhouse.

Fortunately, I had left my mobile in the golf bag, so I was able to ring my wife to come and collect me. Before allowing me into the car, however, she insisted that I be sprayed down with a hose in full view of people in the clubhouse. It was my most humiliating experience on a golf course.

The next day I was shopping with some friends in Palma. As I picked up a new pair of golf shoes and went to pay for them, a friend leaned over and said to the cashier "He only needs one."

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MY GOLFING DAYS

RAMBLINGS
OF A FAILED
GOLFERby *Monro
Bryce*

Growing up in the Kingdom of Fife (Kirkcaldy) and being only 20 minutes from the home of golf, St Andrews, it was inevitable that young kids would pick up a golf club at some early stage and have a go. Fife was littered with golf courses in the '60s, both nine and 18 holes, and there were probably more of them than coal pits, of which there were plenty. The Bryce household's coal cellar was never short of some nutty slack!

Our golf gang of around six budding Palmers, Players and Nicklaus, played most Saturday mornings and we stayed together until we started discovering the opposite sex and some drifted away and were seen chatting up the wee "Woollies" girl who worked on the pick and mix counter, who we'd been assured was a bit of all right!

To my chagrin, golf wasn't for me, spending hours in the woods looking for golf balls which even back then didn't come cheap. There was also the fact that my mates who stuck with golf were invariably much better than me, so I decided my loyalties lay at Starks Park watching Raith Rovers.

In 1964 my mate Mike and I decided we'd get tickets for the British Open which was being held at the Old Course at St Andrews. We could get a train back then directly into the university town so we went on Friday,

● When I moved to Majorca in the early '80s, I played a few rounds at Poniente with my fellow Real Mallorca "socio" Brian Salter, who was the professional there. Sadly the 10th hole was my undoing and I spent more time in the water than the numerous frogs did.

the final day. Playing then were such famous names as Peter Alliss, the left-handed Bob Charles, Max Faulkner (who played in checked plus-fours!), Neil Coles, Welshman Dave Thomas (who had hands like shovels), Christy O'Connor Snr, Gary Player and Jack Nicklaus.

Going into the last round "Champagne" Tony Lema held a commanding lead of seven shots over the "Golden Bear" Jack Nicklaus. Also playing in that final round were the two top Scottish golfers, Eric Brown and John Panton, whose rivalry went on for at least a decade.

Lema won the Open that year, beating Jack Nicklaus by five and Roberto De Vicenzo by six and collected the then first prize cheque of £1,500 (!) and, of course, the famous claret jug.

Sadly Tony and his wife were killed in a plane crash in 1966 when their twin-engined Beechcraft crashed into a lake near the seventh green of a golf course in Lansing, Illinois. Not long after that a fading pop star called Marty Wilde (father of '80s singer Kim) came to my home town to appear in a Kensitas cigarette charity concert alongside Mike and Bernie Winters. I was a hole in front of them at our local course,

Balwearie, spending most of the time, as usual, in the rough, the water or in the bunkers. From out of nowhere, this ball hit me fair and square in the back, knocking me over. Marty Wilde had hit a 200-yard screamer and not knowing the etiquette of golf, failed to shout "Fore" before hitting yours truly. He was very apologetic and insisted we got in free to see his show, that was my golfing claim to fame.

Mark Twain may have dismissed golf as a "good walk spoiled" but millions of golfers the world over would surely take issue with the celebrated American writer. The game certainly causes a certain amount of frustration at times but it more than ever holds a sense of endless fascination for players and spectators since its early days when Scotsmen and some women, as far back as the 16th century, perfected the art and guile of hitting a small ball into a far off hole.

Today the world's leading players are able to sustain a level of supreme performances week in week out for year after year over a wide variety of courses and climatic conditions.

When I moved to Majorca in the early '80s, I played a few rounds at Poniente with

my fellow Real Mallorca "socio" Brian Salter, who was the professional there. Sadly the 10th hole was my undoing and I spent more time in the water than the numerous frogs did. I decided then that my golfing days were well and truly over.

Golf is, of course, massive business here on Majorca with some of the most picturesque vistas anywhere in the world. I'm sure the *Bulletin's* second golf cup at Golf de Andratx, Camp de Mar, will be a roaring success. I wish all competitors good luck.

AND FINALLY

A wee golfing story: Big Jock staggered into a hospital emergency room, badly battered and bruised.

A nurse and a doctor rushed over to help him to an examining room. "How did you receive these injuries?" the doctor asked. "I was playing golf with the wife," Jock replied. The doctor was incredulous. "How could you possibly have been injured this severely playing golf with your wife?" he asked. Jock explained what happened.

He and his wife both hit their tee shots on the first hole off line. "I hooked mine into the woods, left" Jock said, "while my wife hit a huge slice that flew into a cow field on the right side of the hole." After Jock found his ball and hit it back into the fairway, he explained, he went to help his wife locate her tee shot. "I was walking around amongst the cows," Jock explained, "when I spotted something white on the backside of a heifer. I went over to it and lifted its tail and, sure enough, my wife's ball had lodged right in the heifer's rear end! So I pointed at the heifer's backside and yelled over to the missus 'Hey, hen, this looks like yours.' She hit me several times with her mashie niblick!"

MY GOLFING DAYS



Peter Allis. Below: Bob Charles.



Neil Coles. Below: Christy O'Connor Snr.



Jack Nicklaus. Below: Max Faulkner.



Gary Player. Below: Tony Lema.





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THE INTERNATIONAL GOLF TRAVEL MARKET – SCHEDULE OF EVENTS



by Humphrey Carter



The International Golf Travel Market comes to Majorca this week

Majorca is this week going to be hosting the International Golf Travel Market (IGTM), one of the largest and most important golf trade fairs in the world, for the first time.

The fair, which runs from the 14 to 17 November, is going to be held at Son Termes golf club, where a 4,000 square metre marquee is going to house the exhibitors village.

IGTM is organised by Reed Travel Exhibitions and is the only b2b event dedicated to the global golf tourism market.

The event has taken place annually in a different destination since 1998 and is organised together with IGTM's event partner IAGTO,

the International Association of Golf Tour Operators. IGTM is attended by over 1,400 golf tourism professionals from over 65 countries including more than 350 golf tour operators who collectively control 80% of the world's outbound golf tourism market.

Over the last 19 years the event has taken place across nine countries including the Dominican Republic, France, Italy, South Africa, Spain (various locations), Mexico, Portugal, Turkey and the USA.

The unique focus of IGTM is 1:1 pre-scheduled meetings between the exhibitors (golf resorts, clubs, tourist boards and golf travel suppliers) and the buyers/golf tour operators. Throughout the event

there are also a number of very popular networking functions attended by all delegates, including the IGTM Welcome Reception and the IAGTO Awards Gala Dinner on the last night.

During their stay on the island, the delegates attending the fair will not only have the opportunity to play on some of the island's best golf courses, but also see at first hand what Majorca has to offer golfers.

According to the Balearic Ministry for Tourism, a golfer spends, on average 160 euros per day in Majorca and the island attracts around 150,000 golfers a year which spend 650,000 euros on green fees alone. So, for Majorca, hosting this fair is very important.

ORDER OF PLAY

SUNDAY 13 NOVEMBER

12:00 - 18:00

● Stand Set-up & Registration at Son Termes

15:00

● Transfers from official IGTM hotels to Son Termes

18:00

● Transfers back to official IGTM hotels

MONDAY 14 NOVEMBER

09:30 - 16:30

● IGTM Golf Tournament at Club de Golf Alcanada, Vall d' Or Golf, Golf Sta. Ponsa I, Golf Son Vida

10:00 - 18:00

● Stand Set-up & Registration at Son Termes

11:00 & 14:00

● Transfers from official IGTM hotels to Son Termes

15:00 & 17:00

● Transfers back to official IGTM hotels

19:00

● Transfers from official IGTM hotels to IGTM Welcome Reception

19:30 - 22:00

● IGTM Welcome Reception at Es Moli d'es Comte

22:00

● Transfers back to official IGTM hotels

TUESDAY 15 NOVEMBER

08:30

● Transfers from official IGTM hotels to Son Termes

09:30

● Arrival at Son Termes, Palma Son Termes

10:00 - 12:50

● Appointment Session 1 (x 7) Son Termes

12:55 - 14:05

● Lunch

Son Termes & Son Termens Golf Club

14:05 - 15:40

● Appointment Session 2 (x4) Son Termes

15:45 - 16:30

Free Time (opportunity to network)

Son Termes

16:35 - 17:45

● Appointment Session 3 (x3) Son Termes

18:00

● Transfers back to official IGTM hotels

19:30

● Transfers from official IGTM hotels to IAGTO Evening

19:30 - 22:30

● Tapas Trail, Palma in Palma

20:00 - late

● IAGTO Evening at Boulevard Maritimo Club in Palma

23:30

● Transfers from IAGTO Evening back to official IGTM hotels

WEDNESDAY 16 NOVEMBER

08:45

● Transfers from official IGTM hotels to Son Termes

10:00 - 12:50

● Appointment Session 4 (x7) Son Termes

12:55 - 14:05

● Lunch at Son Termes & Son Termens Golf Club

14:05 - 15:40

● Appointment Session 5 (x4) Son Termes

15:45 - 16:05

● Free Time (opportunity to network)

Son Termes

16:10 - 18:10

● Appointment Session 6 (x5) Son Termes

18:25

● Transfers back to official IGTM hotels

19:30 - 22:30

● Tapas Trail, in Palma

THURSDAY 17 NOVEMBER

08:45

● Transfers from official IGTM hotels to Son Termes

10:00 - 12:50

● Appointment Session 7 (x7) Son Termes

12:55 - 14:05

● Lunch at Son Termes & Son Termens Golf Club

14:05 - 16:05

● Appointment Session 8 (x5) Son Termes

16:15

● Stand breakdown & transfers to official IGTM hotels, Son Termes

19:15

● Transfers from official IGTM hotels to IAGTO Awards Gala Dinner

20:00

● IAGTO Awards Gala Dinner at Son Amar

23:00

● Transfers to official IGTM hotels via Awards After Party (Titos Club, Palma)

23:30 - Late

● Awards After Party at Titos Club in Palma

02:00

● Transfers back to official IGTM hotels

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THE INTERNATIONAL GOLF TRAVEL MARKET – INTERVIEW



Federico Knuchel, president of the Association of Majorca Golf Courses.

“Majorca can be a great golf destination”

● The interview appeared in *El Economico* newspaper and has been translated by Andrew Ede.

Federico Knuchel is the president of the Association of Majorca Golf Courses. He believes that the International Golf Travel Market is an excellent opportunity for the island.

Federico Knuchel is the president of the Club de Golf Alcanada and of the Association of Majorca Golf Courses. Born in the town of Schaffhausen in Switzerland, Knuchel is a lover of Majorca and of golf. The International Golf Travel Market taking place in Majorca fills him with satisfaction, as he is convinced that the island can become a leader in the golf world.

Is it so important that the International Golf Travel Market is in Majorca?

Yes, it is very important.

Why?

It is a meeting between supply and demand. On the one hand, we have exhibitors which are golf clubs from all parts of the world. There are also tour operators and specialist travel agencies for golf. There are companies solely dedicated to organising golf travel. It's big business. It's estimated that in Europe alone golf travel generates some 2,000 million euros. The IGTM has more than 500 exhibitors. There are more than forty accredited media organisations, and over 1,300 people are coming to Majorca in order to take part in the fair.

Why is it so important for Majorca's golf courses?

It allows us to promote the courses. And direct contact is always positive, as this helps us to improve. We want to promote Majorca as a golf destination. Golf tourist behaviour is the same anywhere in the world. There is a wish to play a different course each day. No two courses are the same. In Majorca there are 22 courses, all different from each other.

Is Majorca in a position to become a successful golf destination?

Yes. We have some excellent courses and, in general, the standard is very good. The distance between courses is small, and so golf tourists can indeed play a different course each day. Moreover, the Majorcan climate is exceptional. At times when courses in the UK, Germany and Scandinavia suffer from winter weather, here the courses can be played without any problems.

The connections are also good. In two hours or so, golfers can arrive from any part of Europe. Majorca, for sure, has everything that is required to become a great golf destination.

The connections are also good. In two hours or so, golfers can arrive from any part of Europe. Majorca, for sure, has everything that is required to become a great golf destination.

Where is the main competition?

There are more than 120 courses in the Costa del Sol. The Algarve is another competitor, while Turkey has made enormous efforts in recent years to construct courses. But as we all know, at the moment it is experiencing instability.

A benefit of golf tourism is high spending power.

In general, golfers' income levels are higher than tourists who come for sun and beach. The golfer also offers an advantage in coming in the low season. Golf is Majorca's most important tourism product in the low season.

THE INTERNATIONAL GOLF TRAVEL MARKET – INTERVIEW



Of the revenue that it generates, it is estimated that only a quarter is actually spent on golf courses. The rest goes on hotels, restaurants, hire cars, shopping

The golf tourist is especially attractive because after playing he or she doesn't stay in a hotel but wants to get to know the island ...

Golfers spend some five hours playing at the most. Afterwards, they go shopping and seek out fine restaurants. The benefits of golf tourism are therefore distributed among different sectors.

How many tourists come to Majorca in order to play golf?

We don't know for certain. We do know that in 2015 some 650,000 green fees were sold. The courses in Majorca rely on tourism. A study for Spain as a whole showed that of

9,300,000 green fees, 41% of these were sold to tourists.

The number of people approximately?

Around 150,000.

We do know that in 2015 some 650,000 green fees were sold. The courses in Majorca rely on tourism. A study for Spain as a whole showed that of 9,300,000 green fees, 41% of these were sold to tourists.

What does Majorca need in order to make a definitive leap forward?

It is necessary to increase the quality of courses. This said, the quality is already good.

And how is the standard of a course improved?

Through its services, the care and attention paid to the grass and, very importantly, the surrounding environment.

What's the relationship between Majorcan golfers and golf tourists like?

Excellent. There is absolutely no issue. In the Balearics there are some 6,800 registered players. The co-existence is extremely good.

Are there too many golf courses?

No. There is a wide margin for growth.

Which countries do golf tourists come from?

Around 45% are German. The British and the Scandinavians are the next most numerous.

A few weeks ago the regional government opened a case against the Andratx golf course for not using recycled water for watering, as is required by law.

The laws have to be complied with and without exception. I should point out, however, that water from treatment plants has been treated in inadequate fashion. Badly, in fact. A third of courses in Majorca have needed to provide supplementary facilities in order to improve the quality of water from treatment plants. In this specific case, the different versions do not coincide, although the law must also be adhered to.

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GOLF PERFORMANCE

STAYING HEALTHY *may help golf* PERFORMANCE

Simple adjustments can help both amateur and professional golfers improve their performance, sports medicine specialists say.

A team of professional physical therapists who trained golfers for the 2016 Olympics in Rio de Janeiro, Brazil, and the 2016 Ryder Cup in Chaska, Minnesota, offer eight tips to ramp up performance quickly and safely. Featured in graphic form in the *British Journal of Sports Medicine*, the colourful, user-friendly tips can also be found on the European Tour Performance Institute's Facebook, Twitter and Instagram feeds. "With golf making its first appearance in the Olympics this year and the Ryder Cup happening right now, we're experiencing a growing interest in golf of all abilities," Nigel Tilley, lead author and consultant physiotherapist for the European PGA Tour, told Reuters Health in a recent interview. (The Ryder Cup concluded on October 2).

At an amateur level, 55 million people play golf in more than 100 countries. In the U.S. and the UK, golf is among the top five most popular sports, he said.

"Maximizing golf performance is important for professionals and amateurs," Tilley said by email. "The difference between winning a major championship and not can be one shot."

Most golf advice focuses on the swing and physical requirements, he said, yet golf is both a physically and mentally demanding sport. Preparation should reflect that holistic approach.

Golf has been linked with better health, "with people who play golf regularly being shown to live up to five years longer than non-golfers," Tilley said. "Golf offers a diversity of social interaction opportunities and can be played together by people of all ages, levels and sexes." The graphic depicts a structured plan for physical training, golf practice and diet that can be maintained by logging details daily. Players can stay on track by planning ahead to ensure balanced meals and plenty of

sleep, the authors write. In addition, a varied diet should include proteins, fruit, vegetables and complex carbohydrates, with snacks built on nuts, berries and fruit rather than salt, sugar or processed foods.

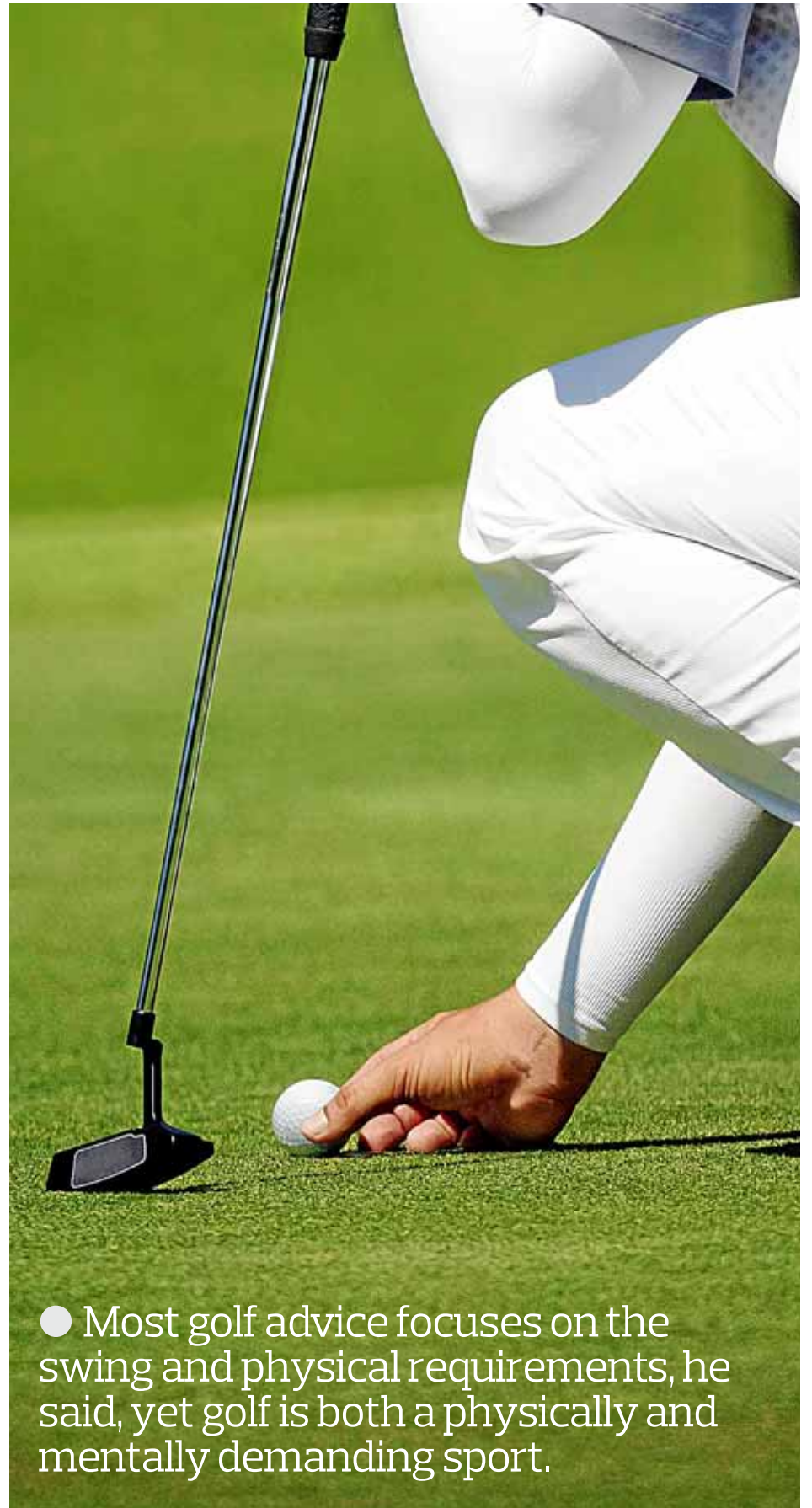
"Try to time meals as soon as possible following training sessions, which promotes adaptations to the training," said Brian Roy, kinesiology professor at Brock University in St. Catharines, Ontario, who wasn't involved with the study. "Plus, it reduces the need for snacking and can help avoid excessive caloric intake." Golfers should also hydrate for optimal mental and physical performance, the graphic authors write. This includes limiting alcohol and caffeine, adjusting water intake for climate conditions and drinking milk for recovery. "Milk is a good recovery beverage because it is rich in electrolytes and protein that help facilitate rehydration and replenish carbohydrate stores in the body," Roy said by email.

Throughout the year, strength conditioning can boost performance and reduce injuries, according to the graphic. In addition, warm-up aerobic exercise raises the heart rate and blood flow before each practice. Elastic resistance bands are a great way to practice golf-specific movements, the authors write.

"The graphic has minimal mention of stretching, which is one of the most important factors for golfers," said Matthew Milewski, an elite sports medicine expert at Connecticut Children's Medical Center in Farmington, who wasn't involved with the study.

Golfers can also improve sleep quality by avoiding the glowing blue light of screens before bed and sleeping in a dark room with no distractions. The authors recommend eight hours of sleep per night and no caffeine before bed.

During travel to tournaments, golfers can reduce the effects of jet lag by avoiding alcohol, staying hydrated, adjusting to the new time zone before leaving and wearing compression socks during flights.



● Most golf advice focuses on the swing and physical requirements, he said, yet golf is both a physically and mentally demanding sport.



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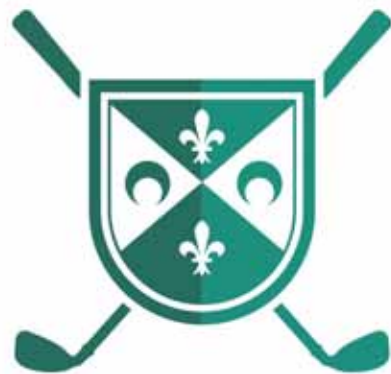


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