



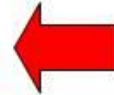
BERMUDA

feel the love®

JAXFAX
Travel
Marketing
MAGAZINE

August 2011
UMV: 21,656

CARIBBEAN & BERMUDA



Teeing Up

By Melanie Reffes

"Summer afternoon, summer afternoon," Henry James once observed, "to me, those have always been the two most beautiful words in the English language." All about lazy summer afternoons, the Caribbean is also a mecca for golfers who flock to the many green courses for a sunny afternoon of play that morphs a great vacation into a grand vacation. Even if you can't tell a 9-iron from a waffle iron or a birdie from a bogey, teeing up with a calm breeze at your back and sinking a putt from twenty-five feet is what golfing bragging rights are made of.

No Holes Barred

The Bermuda Department of Tourism has partnered with Bermuda Premier Golf to launch an online system (www.bermudapremiargolf.com) that makes it easy to select a course, book tee times and pay online with a credit card. Each participant receives a tee time voucher by email, which is encoded with a bar code to eliminate fraud. "We feel this new system will help further cement an already outstanding reputation as one of the world's most desirable golf destinations," said Patrice Minors, Minister of Tourism. Courses participating include Belmont Hills, Fairmont Southampton Golf Club, Ocean View Golf Course, Port Royal Golf Course, Riddell's Bay Golf & Country Club and Tucker's Point Golf Club.

NEWS FROM ... LOU HAMMOND & ASSOCIATES