



TROON MANAGED ELS CLUB DUBAI SET FOR EXCITING NEW CHANGES

-In 2019, The Els Club Dubai will hit the ground running with the rebranding of their revered academy and the appointment of its new Director of Instruction; as well as the grand opening of a state-of-the-art leisure facility-

The Els Club Dubai, one of Troon International Division's marquee destinations, is set to further bolster its already impressive offering following three exciting new announcements.

From January 1st, 2019, The Els Club Dubai will welcome the re-brand of their revered golf academy to the Claude Harmon ③ Performance Golf Academy Dubai. Over the past 10 years the Academy has been the leader in the UAE market by a considerable margin, with much of that success attributable to Claude Harmon III who was based in Dubai for several years before he made a move back to his native USA.

He is widely-considered one of the world's most high-profile instructors given his experience and an impressive list of players under his tutelage, which includes the likes of world number one, Dustin Johnson, 3-time major winner, Brooks Koepka and Ryder Cup stalwart, Rickie Fowler. With his knowledge of the region and the Academy itself, Claude will no doubt further strengthen its success when he takes on the naming rights from his father, Butch.

Hot-on-the-heels of this announcement is the appointment of Jamie McConnell to Director of Instruction at the Claude Harmon ③ Performance Golf Academy Dubai at The Els Club Dubai. McConnell has been mentored over the years by DOI Justin Parsons and will replace Parsons, who is making a move to the US in January. Justin has been involved with many professional and top amateur golfers throughout his tenure at The Els Club Dubai, arguably most notable is his work with tour professional and former World #1 amateur, Peter Uihlein.

A highly respected swing instructor, McConnell, who first joined the facility in 2013, will bring a wealth of knowledge and talent to his new role. An AA PGA professional and TPI Level 2 professional, the Irishman has worked with several top players since transitioning from life as a full-time playing professional. Given his stellar reputation and in-depth knowledge of the Academy, he will be a strong fit to lead its development as an instructional facility.

The world-class venue will also begin work, early 2019, on building a brand-new state-of-the-art leisure facility including a state-of-the-art gymnasium, a large resort-style swimming pool, a swim-up pool bar, a children's play area and an additional restaurant. With development due to begin in early January, the leisure facilities hope to be fully operational by September 2019.

Karl Whitehead, General Manager of The Els Club Dubai remarked: "We could not be more excited about this incredible development to our club and cannot wait for the changes to be made and for golfers to enjoy next year. This is a fantastic addition to the membership offering at The Els Club Dubai and we are confident of the success that it will bring to our property and the wider community."

Of the developments at The Els Club Dubai, President of Troon International, Mark Chapleski, commented: "The Troon properties in the Middle East are of exceptional quality and we are delighted to be working alongside one of the region's leading clubs on this expansion. It is a progressive move and one we wholeheartedly support. We are also delighted for Jamie, who has been exceptional over several years already. I'm confident he, and the new Claude Harmon ③ Performance Golf Academy Dubai, will thrive at The Els Club Dubai."



Both additions will underscore The Els Club Dubai's position as one of the most popular clubs in the Middle East, as well as cementing Troon's reputation for harnessing and developing the most talented individuals in the golf industry.

-ENDS-

Notes to editors:

About Troon

With global headquarters in Scottsdale, Arizona, Troon is the world's largest golf management company, with more than 270 golf courses in its portfolio. Also specialising in homeowner association management, private residence clubs, estate management and associated hospitality venues, the company oversees operations at Troon Golf, Honours Golf and Troon Privé properties located in 36 states and 34 countries. Additionally, 56 Troon facilities featuring 79 courses enjoy a Top 100 ranking by national or international publications.

With Headquarters in Geneva, Switzerland and Dubai UAE, Troon International is committed to developing Troon's presence throughout the world. This rapidly expanding division now oversees operations at 47 courses in 25 countries including England, Scotland, Spain, Norway, the United Arab Emirates, Australia and South Korea with further expansion planned across all regions.

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