

## TROON SELECTS NBC SPORTS' GOLF ADVISOR AS LICENSEE FOR TROON GOLF VACATIONS

*World's Largest Golf Management Company and Golf's Leading Digital Travel Source Partnering to Deliver New Golf Vacation Travelers to Troon-Affiliated Destinations*

ORLANDO, Fla. (Dec. 18, 2018) – [Golf Advisor](#), NBC Sports' ultimate digital destination for the traveling golfer, today announced a new partnership with leading golf course management company, [Troon](#), making Golf Advisor the official licensee of [Troon Golf Vacations](#).

Golf Advisor will assume responsibilities for marketing and fulfillment for hundreds of properties within the Troon Golf Vacations destination portfolio. Troon Golf Vacations destinations include Hawaii, Scottsdale, Florida, Las Vegas, Palm Springs, Puerto Rico and more. Notable golf courses include Kapalua on Maui, Troon North in Scottsdale, Pronghorn in Oregon, Tiburón in Florida, and Bahia Beach in Puerto Rico, to name a few.

"The rapid evolution of the travel offerings introduced in 2018 to the Golf Advisor brand has been exciting to watch," said Jeff Foster, senior vice president, GolfNow and Emerging Businesses. "This new partnership complements an already great resource for the avid traveling golfer. Since Troon has always been a valued partner within our businesses, expanding our relationship to drive more golf travelers to Troon locations is a very natural next step."

"We are excited to partner with Golf Advisor and Golf Channel on this collaboration with Troon Golf Vacations that will ultimately deliver golf vacation travelers to our family of courses, resort partners and destinations," stated Tim Schantz, president of Troon. "Together with our Troon-supported sales and marketing reach, combined with Golf Advisor and Golf Channels marketing, we will create new synergies that will connect traveling golfers with stunning resort locations."

Troon Golf Vacations currently offers customized golf packages that couple resort accommodations and Troon-affiliated courses around the world. Golf Advisor, which features more than 800,000 golf course reviews, award-

winning editorial content and a host of travel experiences, will use its resources to significantly enhance the Troon Golf Vacations brand and help heighten awareness of Troon-affiliated destinations across North America through digital promotion, social media and via Golf Channel on-air exposure. Operationally, Golf Advisor plans to integrate new technologies to improve the overall booking experience for golfers and maximize efficiencies for both golf travelers and host destinations.

Golfers will be able to continue to book their travel experiences through the Troon Golf Vacations page on TroonGolfVacations.com – which Golf Advisor will host and manage – and now also via Golf Advisor.

### **About Golf Advisor**

[Golf Advisor](#) is the ultimate digital destination for traveling golfers, who love to play, travel and learn more about how the sport of golf can be experienced around the world. Featuring more than 825,000 reviews of 14,000-plus golf courses, [Golf Advisor](#) serves as a one-stop, customized experience for golfers of all levels to find honest recommendations from their peers – and to offer feedback of their own – about any golf course they play, anywhere, anytime. The [Golf Advisor](#) portfolio also includes a Golf Channel travel series, ***Golf Advisor Round Trip***; [Golf Advisor Getaways](#), which are premium travel experiences at world-class resorts and clubs; and Golf Advisor Club, offering exclusive member benefits and perks. A veteran staff of award-winning writers provides complementary, expert editorial content about golf travel, architecture and history. [Golf Advisor](#) also is home to the popular [Best of Lists](#) generated each year from authentic golfer reviews.

### **About Troon**

Headquartered in Scottsdale, Ariz., Troon is the world's largest golf management company providing services at more than 360 locations around the globe, including 280 golf courses at 246 facilities. In addition to golf, Troon specializes in homeowner association management, private residence clubs, estate management and associated hospitality venues. Troon's award-winning food and beverage division operates and manages more than 150 restaurants located at golf resorts, private clubs, daily fee golf courses and recreational facilities. With properties located in 35 states and 30 countries, divisions of Troon include Troon Golf, Honours Golf, Troon Privé (the private club operating division of Troon), Troon International and Cliff Drysdale Management. There are currently 60 Troon-affiliated properties featuring 80 golf courses on national and international "Top 100" rankings. Troon-affiliated properties include Bayside Resort Golf Club in Selbyville, Delaware; Kapalua on Maui, Hawaii; Mauna Lani Resort on the Kohala Coast on Hawaii; Pronghorn in Bend, Oregon; Lofoten Links in Norway; and Mollymook Golf Club in Australia. For additional news and information, visit [www.Troon.com](http://www.Troon.com), or connect with Troon on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [Blog](#), [Press Room](#), or subscribe to [Troon Golf & Travel](#).

***-NBS Sports Group-***

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