



The Algarve secures ‘Best Value Golf’ hat-trick in TG poll

The Algarve, Europe’s leading golf destination, is celebrating after being awarded the prestigious title of ‘Best Value Golf Destination’ in the 2015 *Today’s Golfer* Travel Awards.

The award, which is voted for by the readers of *Today’s Golfer* magazine, returns to the Algarve for the third time in four years, following previous wins in 2012 and 2013.

The picturesque region, which contains 41 courses and provides more than a million rounds to overseas golf visitors each year, saw off competition from across Europe to scoop the accolade.

A spokesperson for ATA said: “We are absolutely delighted to have been recognised once again as Europe’s best value golf destination, particularly as the Today’s Golfer awards are voted for exclusively by golfers.

“To win the ‘Best Value’ prize also really demonstrates how highly UK golfers rate the Algarve – not only for the quality of our destination but for the great value they get whenever they visit.

“In 2015 visiting UK golfers will receive even greater value as the British Pound has strengthened almost 10% against the Euro in the past 12 months so budgets will go that bit further.

“To win three times out of the last four years is particularly pleasing and we’ll be striving to ensure that we retain the trophy next year.”

Kevin Brown, travel editor at Today’s Golfer, said: “The annual TG Travel Awards – the ‘Oscars of the golf travel industry’ – have proved a huge hit since being introduced in 2011.

“They are awards which provide a totally objective view of the best hotels, courses and regions, because it is the paying public, our readers, who decide where the titles go.

“The Algarve is a deserving winner of the ‘Best Value Golf Destination’, as reflected by the overwhelming number of people who voted for the region. Winning three years out of four is a great record, and one the Algarve should be justly proud of.”

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Info for Journalists

Press release written and distributed on behalf of ATA by the Azalea Group. For information or images of golf on the Algarve, please contact James Dobbin on 01730 711920 or email james@theazaleagroup.com.

Algarve, Europe's number 1 Golf Destination

Perfection is a difficult thing to find these days, no matter what you may be looking for and for golfers in search of the perfect spot for a golf getaway, the situation is no different.

There are of course exceptions to this generalization and the most notable among these is Portugal, this charming country's southernmost region of The Algarve, home to almost half of Portugal's entire golf inventory, with over 41 extraordinarily high quality courses, many ranked among Europe's very best.

The setting is as close to perfect as this world is able to provide; a 150-mile long stretch of one of Europe's most enticingly attractive coastlines with spectacular beaches, picturesque rocky coves, grottoes and quaint fishing villages. There are bustling resort towns with every attraction a visitor could wish for. There's something to suit every taste and budget!

The Algarve - perhaps the perfect destination for any golf aficionado, intent on experiencing the best the game has to offer.

We hope to welcome you to our wonderful region very soon!

www.visitgolfalgarve.com

Associação Turismo do Algarve (Algarve Tourism Association) is the official entity, appointed by the Portuguese Tourism Board, responsible for defining strategies and to promote the Algarve abroad. ATA is a non-profitable association, a joint-venture between the public and private sector.

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