



Tee Off in Style

Hoteliers are giving golfing facilities a boost even as they offer putting greens that make the sport popular.

JW Marriott Bengaluru Prestige
Golfshire Resort & Spa's Golf Course

BY BINDU GOPAL RAO

The popularity of golf as a sport has been seeing a steady uptick and hoteliers are also leading from the front in doing their bit. We speak to hotels with golfing facilities to decode the trend.

FACILITIES GALORE

MYSA Zinc Journey by The Fern (A Glade One Golf Resort), in Nani Devati, Gujarat, is dedicated to enhancing the golfing experience for guests by offering a complimentary one-of-a-kind privilege. "Each guest enjoys a personalized 20-minute golf session, conducted by a leading professional coach certified by the National Golf Association of India. This unique experience is tailored to individual skill levels, ensuring everyone from beginners to advanced players can benefit. Additionally, our resort features a fully equipped driving range, allowing guests to practice a variety of shots. The range includes both natural and artificial bays for hitting golf balls, providing the flexibility to practice in different environments. We also have seven distinct practice greens, each designed to target specific skills, enabling guests to refine their short game," says Naveen Vaishnav, General Manager, MYSA Zinc Journey by The Fern (A Glade One Golf Resort).

PROMOTING THE SPORT

With golf's rising popularity in India, golf hotels have integrated facilities that offer a perfect escape for guests who wish to

combine leisure with this strategic sport. These hoteliers are committed to expanding their involvement in the golfing community and continuously seek partnerships that encourage greater participation in the game. Ronan Fearon, General Manager- JW Marriott Bengaluru Prestige Golfshire Resort & Spa, avers, "We are uniquely positioned within the prestigious Prestige Golfshire setup, featuring a world-class 18-hole championship golf course right next to our resort. Our guests enjoy exclusive offers that combine luxurious stays with a round of golf, allowing them to experience this stunning course firsthand. For those looking to hone their skills, our resort provides a virtual golf simulator, perfect for all levels of golfers, and open-air putting greens where guests can practice or take their first swing." To foster a stronger connection with the sport, they organize weekly golf



Fully equipped driving range allowing guests to practice a variety of shots at MYSA Zinc Journey by The Fern

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clinics in partnership with the golf course. These sessions are led by expert trainers who introduce guests to the fundamentals, tips, and techniques of the game. Additionally, the annual Marriott Bonvoy Golf Tournament draws golfers from various backgrounds, including corporate leaders, high-net-worth individuals, and celebrated golfers, fostering a community of golf enthusiasts, and enhancing the sport's visibility.

GUEST DELIGHT

The response from guests has been overwhelmingly positive and most hotels say that 80% of guests are keen on using these facilities, often returning to indulge in these sessions again. Many hotel guests may not initially come for golf but find themselves drawn to the sport during their stay and take the opportunity to explore it further. The seamless blend of a luxury resort experience with



Naveen Vaishnav, General Manager, MYSA Zinc Journey by The Fern (A Glade One Golf Resort)

top-notch golfing facilities is a major appeal for guests. “Many guests appreciate the personalized coaching, which enhances their skills while providing a fun and engaging experience. This has fostered a sense of community among golf enthusiasts who return not just for the sport but also for the camaraderie,” says Vaishnav. Golf is a game of strategy and concentration, yet it offers a much-needed break. “As an avid golfer, I’m grateful to be part of this remarkable setting and am committed to advancing the sport’s development in India. I see our resort as a place where golf enthusiasts can not only engage with the sport but also indulge in exceptional luxury,” adds Fearon.

DOING MORE

Hoteliers are looking to further develop golf offerings to cultivate a thriving golf culture within the resort. With improving weather conditions, the idea is to help both players and experienced golfers take to the sport encouraging a wider audience to explore the joys of golfing. Ashwani Khurana, Founder & CEO (Chief Eternal Optimist), Karma Lakelands, says, “We aim to expand our offerings with a focus on sustainability, inclusivity, and holistic living. The upcoming Sobha Aranya Eco Luxe Residences will enhance our eco-friendly community. We’re also introducing junior green fees, golf packages for families, and a daily complimentary introduction to golf sessions for staying guests. With luxury accommodations, diverse dining options, and the Seven Seas Spa, Karma Lakelands offers a comprehensive, well-rounded destination for everyone.” At Karma Lakelands, the award-winning 9-hole course, set over 270 acres of lush greenery, offers an adventure as good as an 18-hole round.

TECH EDGE

Technology is increasingly shaping the modern golfing experience. While the essence of golf remains a physical activity, innovations like the virtual golf simulator offer a valuable



JW Marriott Bengaluru Prestige Golfshire Resort & Spa Golf Course area

“Our resort provides a virtual golf simulator, perfect for all levels of golfers, and open-air putting greens where guests can practice or take their first swing.”

- Ronan Fearon, JW Marriott Bengaluru Prestige Golfshire Resort & Spa

platform for newcomers to get acquainted with the game and for experienced players to practice. “Our Golf Studio is equipped with advanced tools, including GoPro cameras for video analysis and high-definition screens for visual feedback during training sessions. Additionally, we utilize FlightScope, a sophisticated device that provides precise metrics during practice. This technology enables players to gain valuable insights into their swing mechanics and overall performance, fostering continuous improvement,” says Vaishnav.

GOING GREEN

One of the best things about golf greens is that they act as carbon sinks, generating a lot of oxygen ensuring the air is clean. These retreats also maintain an eco-conscious ethos, using real glasses or porcelain cups in lieu of single-use takeaways, enforcing no-horn and zero-litter policies, and transforming waste into compost. “While we use advanced technology for optimal course layout and maintenance, traditional agro wisdom also plays a key role. Our beekeeping initiative promotes pollination and plant health, and farm animals help enrich the soil naturally. Designed by Phil Ryan of Pacific Coast Design, our course integrates eco-friendly landscaping and tech-driven irrigation for efficient water use,” says Khurana.

IN CONCLUSION

Beyond their primary golf facilities, hoteliers are also focusing on creating a holistic golfing experience. By fostering a welcoming atmosphere and promoting the benefits of golf as both a sport



Ronan Fearon, General Manager, JW Marriott Bengaluru Prestige Golfshire Resort & Spa



Ashwani Khurana, Founder & CEO (Chief Eternal Optimist), Karma Lakelands



MYSA Zinc Journe - Glade One Golf Academy



Karma Lakelands Golf Course



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-Ashwani Khurana, Karma Lakelands

and a leisure activity, hotels are committed to making their space a premier destination for golf enthusiasts. With the development of new golf courses and an increased emphasis on nurturing professional talent, the future of golf here looks promising. Hoteliers are fully committed to advancing the sport and supporting its continued evolution across the nation. Are you ready for a spot of golfing? **HI**