

THE BACKSPIN BULLETIN™

Golf Travel News & Views for the Avid Golf Traveler



Doonbeg Golf Club, Ireland

IRISH LUXE GOLF TRAIL

Exclusive offers to Ireland's top spa and golf resorts – See centerspread pages 4/5

By Alan B. Hale, President & CEO, Fairways Golf

In 2010, as we celebrate our 20th year in business, we are pleased to showcase to our golfing customers an exclusive offer from the top three golf resorts in Ireland. Working alongside the Irish Tourism folks here in the USA and the top executives from the three golf resorts featured in this issue of the Backspin Bulletin, Fairways has created its very own “Irish Luxe Golf Trail” to encourage you to test your game in one of the leading golf destinations in the world.

We believe that you'll want to experience this destination with some of the world's finest hotels and their own challenging and scenic golf courses time and time again. As a travel industry veteran who has traveled and booked many tens of

thousands of customers in over 25 years, I can assure you that there are few hotels in the league with these fine golf and spa resort hotels. As a long-time golfer, I can also attest to some of the most incredible venues in golf as well.

Speaking of the golf courses, Doonbeg was just named to the top 100 golf courses in the world and won the 2010 “European Golf Resort of the Year” (IAGTO).

Lough Erne, designed by Nick Faldo, was voted best new course and is home to Rory McIlroy and Druids Glen is also a past winner of the “European Golf Resort of the Year” and offers two compelling and challenging courses.

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ALABAMA PACKAGES

June has already arrived and like most of the state of Alabama, GolfThere.com is beginning to think about the fall season, but unlike the state of Alabama, we aren't gearing up for college football...we're preparing for golf course prices to start falling.

Summer is a great time to travel south. Festivals, concerts, and warm weather are just par for the course in Alabama. Great golf packages are in no short supply, but that doesn't mean that quantity has been achieved at the cost of

quality. Alabama has become famous for the Robert Trent Jones Golf Trail, but it has also become famous for outstanding value golf packages in general. Get a quick 18 in at the beach or play 36 at the only research and demonstration course in the world, either way the golf will be great and the expense will be minimal.

More and more golfers are checking Alabama off their list of world-class facilities visited, and even more are scheduling their return. Isn't it time you found out just why the rest of the nation travels to Alabama every year to play golf?



GULF SHORES

ISLAND HOUSE

What's not to like about a day filled with beaches and fairways? A beachfront hotel with a private white sand beach acts as a great home base, and an even better place to work off that golfer's tan. A private pool will have even the most devout golfer ready to hit the beach by the 18th hole.

YOUR PACKAGE INCLUDES:

- 3 Nights lodging at the The Island House
- 1 Round at Lost Key Golf
- 1 Round at Peninsula Golf
- 1 Round at Cypress Bend Golf
- Comprehensive travel insurance that includes cancellation & rental car protection, coverage for lost or stolen golf clubs and more.

Pricing: \$679

per person based upon double occupancy and availability

*Call us or visit our website for more information on these properties or to book one of these trips.
Prices based on availability and seasonal rate.*



BIRMINGHAM

FARMLINKS

The only research and demonstration golf course in the world, FarmLinks has a special niche in the golfing community as one of the few golf superintendent training facilities in the world, but few are aware that it makes a strong case for owning the best 18 holes in golf. Twenty-three different types of grass make for an unforgettable outing. Cottages are fully equipped and lavishly furnished. Two days of unlimited golf are required to fully experience FarmLinks.

YOUR PACKAGE INCLUDES

- 3 Nights lodging at FarmLinks cottages
- 2 Days of Unlimited Golf at FarmLinks
- Complimentary breakfast & lunch at FarmLinks
- Unlimited use of the driving range and all on course beverages
- 1 round at Grand National – Lake Course
- Comprehensive travel insurance that includes cancellation & rental car protection, coverage for lost or stolen golf clubs and more.

Pricing: \$700

per person based upon double occupancy and availability



GULF SHORES

HILTON GARDEN INN

Beachfront Lodging and a private beach would keep most golfers rooted to their beach chair, but this package is for the dedicated golfer, who isn't afraid to exchange a beach towel and a sandy beach for a sand wedge and a sand trap. We can't blame you if you succumb to the waves and the sounds of the surf, but your fellow golfers might not be so understanding.

YOUR GOLF PACKAGE INCLUDES

- 3 Nights lodging at the Hilton Garden Inn
- 1 Round at Lost Key Golf
- UNLIMITED play at Perdido Bay Golf
- 1 Round at GlenLakes Golf Club
- 3-Day minivan rental
- Comprehensive travel insurance that includes cancellation & rental car protection, coverage for lost or stolen golf clubs and more.

Pricing: \$695

per person based upon double occupancy and availability



Raven Golf Club at South Mountain



Eagle Mountain

SCOTTSDALE, ARIZONA

THE GOLF OASIS

Arizona's weather is pretty monotonous if you're being honest. 325 days of sunshine a year is almost mind bogglingly consistent, and it's absolutely unfair for the rest of the "normal" states. Scottsdale must feel our pain, because they made their summer prices the best way to play their world-class golf courses, especially if you're on a budget.

Only in Scottsdale can golfing in the lap of luxury be priced as inexpensively as this – during the months of June through August. Nationally recognized courses at a

great rate would make most golfers suspicious, but trust us, the price is right in Scottsdale. It goes without saying that Scottsdale is one of—if not the one—western U.S. city every golfer should play. Desert style golf is a unique experience, and the summer is the most affordable way to play where the pros play. Leave the umbrella behind, and enjoy playing on some of the greenest fairways and greens you'll ever find, despite being in a desert.



EAGLE PACKAGE

WESTIN KIERLAND RESORT & SPA

Go big or go home is the mantra for many sports athletes, and the same is true of this golf package. If you want luxury and the thrill of quality golf, Westin Kierland Resort is the only answer. To stay at this resort is to experience why Scottsdale has become the marquee golf destination in the United States.

YOUR PACKAGE INCLUDES

- 3 Nights Lodging at Westin Kierland Resort & Spa
- 1 Round at Your Choice of the 3 Golf Courses at Kierland Golf Club, complete with air conditioned golf carts!
- 1 Round at TPC Scottsdale the Stadium Course
- 1 Round at Whirlwind Golf Club
- Comprehensive travel insurance that includes cancellation & rental car protection, coverage for lost or stolen golf clubs and more.

Pricing: \$570

per person based upon double occupancy and availability



BIRDIE PACKAGE

XONA RESORT SUITES

Condo accommodations make Xona the ideal lodging for a foursome looking to play Scottsdale golf. A kitchen with a full sized refrigerator and a living area provide all the comforts of home, but with a complimentary cleaning service. Desert style golf is a unique experience, and it can become the trip of a lifetime if the lodging is done correctly. Xona will guarantee that.

YOUR GOLF PACKAGE INCLUDES

- 3 Nights Lodging at Xona Resort Suites
- 1 Round at Longbow Golf Club
- 1 Round at Raven Golf Club at South Mountain
- 1 Round at McCormick Ranch Golf Club
- Comprehensive travel insurance that includes cancellation & rental car protection, coverage for lost or stolen golf clubs and more.

Pricing: \$445

per person based upon quad occupancy and availability



PAR PACKAGE

HYATT PLACE SCOTTSDALE OLD TOWN

What could be better than golf in Scottsdale? How about Unlimited Golf in Scottsdale? A comfortable stay at the Hyatt Place starts your day off right with a complimentary continental breakfast and Starbucks® coffee and will even satisfy those late night hunger strikes with a 24-hour kitchen. Eat up. You'll need your strength for the golf to come.

YOUR PACKAGE INCLUDES

- 3 Nights Lodging at Hyatt Place Scottsdale Old Town
- Complimentary Breakfast Daily
- Unlimited Day of Golf at Superstition Springs
- 1 Round at Eagle Mountain Golf
- 1 Round at Longbow Golf Club
- Comprehensive travel insurance that includes cancellation & rental car protection, coverage for lost or stolen golf clubs and more.

Pricing: \$345

per person based upon quad occupancy and availability

Call us or visit our website for more information on these properties or to book one of these trips. Prices based on availability and seasonal rate.

IRISH LUXE GOLF TRAIL

The Emerald Isle is one of the most revered golf destinations in the world, and it goes without saying that every golfer aspires to play a few rounds in Ireland and drink a few stouts at the local pub. Despite the appeal and desire to play in a world-class golf venue, it can be a challenge to plan an international trip, particularly if it's a golf vacation. It's one thing to organize a few days of golf when you're a time zone away, but it's another thing entirely to golf in a foreign country, especially if you're unfamiliar with drive times and course locations.

We at GolfThere.com understand the difficulties that come with international travel and have removed all the obstacles that keep golfers from finding their own four leaf clover—uh, we mean golf course. We've picked the crème de la crème of the Irish golf courses, and grouped them in what we call the Irish Luxe Golf Trail. These resorts and courses are the best way to see more of Ireland, play more golf, experience more culture, and keep more of that emerald green paper in your pockets. With reasonable drives separating the three golf resorts, you will see some of the famous Irish countryside without spending too much time on the road and off the golf course. These resorts are simply the best, as only the best is expected from an Irish Golf Trip.

DEAR TRAVELLER,

There has never been a better or more affordable time than NOW to create some lasting golf memories on a selection of Ireland's more than 400 courses. Ireland is proud to be home to more than one-third of the world's famous links and several championship parkland courses, including Doonbeg, Druids Glen and Lough Erne, which are all featured in this attractive package.

Luxurious resorts, country house hotels with cutting edge spa facilities and globally inspired treatments can be found throughout Ireland.

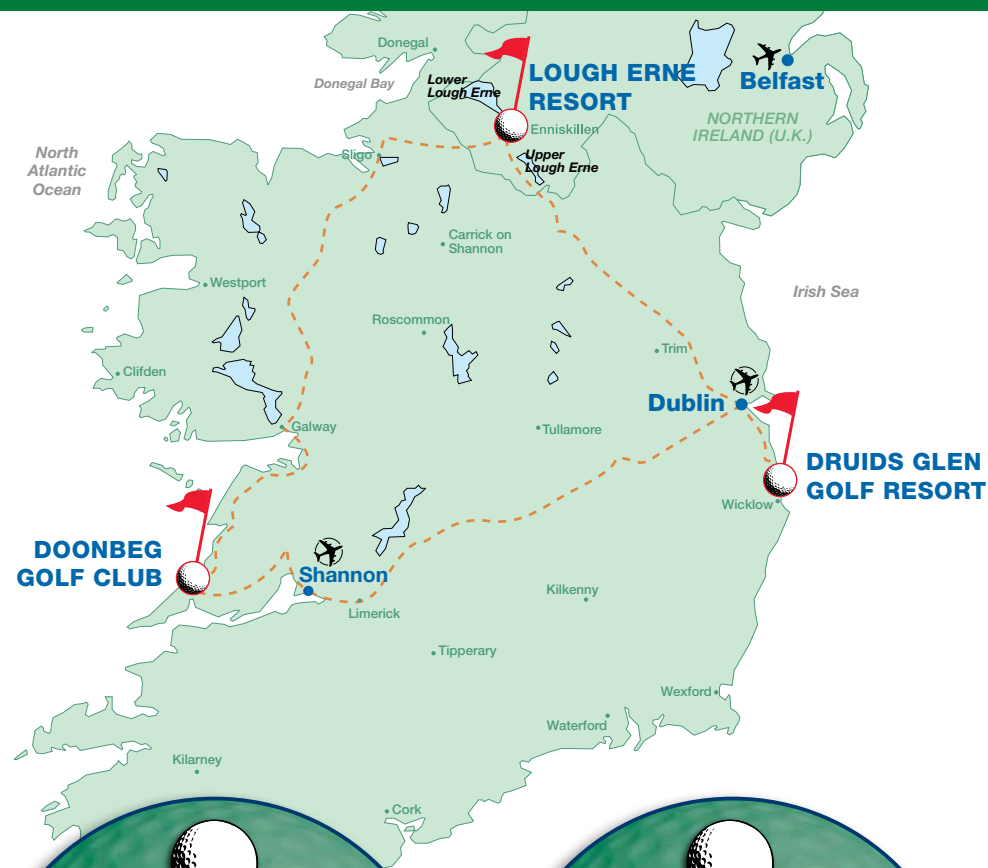
It's the people, the many characters, stunning places north, south, east or west and endless golfing challenges that will guarantee you a unique and authentic golf vacation experience.

So get set to enjoy great golf, 5-star cuisine, spectacular scenery, rich heritage and Ireland's famous hospitality brought to life by the locals, both on and off the golf course.

Host of the 2006 Ryder Cup and upcoming 2011 Solheim Cup, we look forward to welcoming you to Ireland. A special *cead mile failte*, one hundred thousand welcomes, awaits you!

Best regards,

Alison Metcalfe
Vice President Marketing, USA
Tourism Ireland



MAXIMUM EXPERIENCE



8 DAY/7 NIGHT

- 7 Rounds of Golf, with optional 3 additional rounds, includes golf cart or forecaddie
- 3 Spa Treatments (1 at each resort), or swap for 3 additional golf rounds*
- 3 Nights Druids Glen Golf Resort Hotel
- 2 Nights at The Lodge at Doonbeg
- 2 Nights Lough Erne Resort
- 8 Days, 4 Door Automatic w/air Avis car rental
- Comprehensive travel insurance includes trip cancellation, emergency medical, and rental car protection
- Detailed Travel Itinerary and Maps
 - Full Irish Breakfast Daily
 - Early check-in on arrival day.
 - Dublin to Shannon Itinerary

Land Only - Airfare, Lunch/Dinner, Gratuities not included

Only \$2,999 per person **

Some restrictions apply to dates of travel and currency fluctuations. For additional restrictions & information, please see previous panel.

* No additional charge for golf/spa substitution except Cart, ForeCaddie, and Gratuities are not included on substitutions.

** Price is based on double occupancy rooms, 7 rounds of golf (additional rounds at extra cost if daylight available).

*** Price is based on double occupancy rooms, 5 rounds of golf (additional rounds at extra cost if daylight available). Most car surcharges and taxes are included however additional driver, additional insurance is discretionary and payable at the airport. Car Rental period based on Aug 22 - Sept 30. Additional Irish golf courses available with surcharges.

MAXIMUM GOLF



5 DAY/4 NIGHT

- 5 Rounds of Golf, with optional 2 additional rounds if daylight permits, includes golf cart or forecaddie
- 2 Nights Druids Glen Golf Resort Hotel
 - 1 Night at The Lodge at Doonbeg
 - 1 Night Lough Erne Resort
 - 5 Days, 4 Door Automatic w/air Avis car rental
- Comprehensive travel insurance includes trip cancellation, emergency medical, and rental car protection
- Detailed Travel Itinerary and Maps
 - Full Irish Breakfast Daily
 - Early check-in on arrival day.

Land Only - Airfare, Lunch/Dinner, Gratuities not included

Only \$1,799 per person ***

Some restrictions apply to dates of travel and currency fluctuations. For additional restrictions & information, please see previous panel.

THE TOP 3 LUXURY RESORTS AND GOLF COURSES

DOONBEG GOLF CLUB



A 5-star resort just off the southwest coast raises the bar and provides five different kinds of accommodations for travelers. Sip tea in the Tea Room or unwind at the White Horses Spa, just don't expect the ordinary. A Greg Norman designed golf course follows the "least disturbance philosophy," as it hugs the Irish coast, granting golfers a dazzling view of the Atlantic Ocean on 16 out of 18 holes. Golf play will have golfers matching wits against dunes, tides, and, of course, complex greens that you just can't find domestically.



Course facts: Par: 72 • Yards: 6,885 • Designer: Greg Norman

LOUGH ERNE RESORT



Located in northwest Ireland, this 5-star resort is a breath of fresh air in an otherwise stagnant luxury hotel industry. A Thai spa, elegant restaurants, and a serene landscape make Lough Erne Resort a cut above anything you've ever experienced. Fishing and golf are a must, and the 101 Irish Whiskey Collection at the Blaney Bar is, well, perfectly Irish. The Faldo Course is an excellent play as it seeks to take full advantage of the landscape's natural topography. Fourteen holes touch the Lough Erne waters, and one green is surrounded on three sides by water...and you thought only the bars would be wet. Whet that appetite and play 36 holes at a truly world class facility.



Course Facts: Par: 72 • Yards: 7,167 • Designer: Nick Faldo

DRUIDS GLEN GOLF RESORT



Druids Glen is the ideal 5-star resort, and located only 30 minutes from Dublin. Two restaurants, a bistro, and a spa are just the tip of the iceberg of the accommodations and amenities awaiting you. Its 36 holes served as the four-year home for the Irish Open and dare even the best players to try their luck. A challenging course that was named the "European Golf Course of the Year" in 2000, Druids Glen will take your best shots and dish out some of its own. A fun course and unmatched luxury await the traveling golfer at Druids Glen.

Druids Glen Course Facts: Par: 71 • Yards: 7,206 •
 Designer: Tom Craddock & Pat Ruddy

Druids Heath Course Facts: Par: 71 • Yards: 7,434 •
 Designer: Tom Craddock & Pat Ruddy



8 DAY/7 NIGHT "MAXIMUM EXPERIENCE" PACKAGE (LAND ONLY):

*Saturday overnight to Dublin or Shannon**

DAY 1 (SUN.)	DAY 2 (MON.)	DAY 3 (TUE.)	DAY 4 (WED.)	DAY 5 (THU.)	DAY 6 (FRI.)	DAY 7 (SAT.)	DAY 8 (SUN.)
AM: Rest	AM: Golf	AM: Golf	AM: Drive	AM: Golf	AM: Drive	AM: Golf	AM: Breakfast
PM: Golf	PM: Dublin **	PM: Spa or Golf	PM: Golf **	PM: Spa or Golf	PM: Golf **	PM: Spa or Golf	PM: Depart
Druids Glen	Druids Heath	Druids Glen	Lough Erne	Lough Erne	Doonbeg	Doonbeg	Shannon or Dublin*

** Daylight permitting, add second round, seasonally

*CAN BE REVERSED

5 DAY/4 NIGHT "MAXIMUM GOLF" PACKAGE

(LAND ONLY): Tuesday overnight to Dublin

DAY 1 (WED.)	DAY 2 (THU.)	DAY 3 (FRI.)	DAY 4 (SAT.)	DAY 5 (SUN.)
AM: Rest	AM: Golf	AM: Drive	AM: Drive	AM: Breakfast
PM: Golf	PM: Golf	PM: Golf **	PM: Golf **	PM: Depart
Druids Glen	Druids Heath/ Druids Glen	Lough Erne*	Doonbeg*	Shannon

** Daylight permitting, add second round, seasonally

*CAN BE REVERSED



Indian Wells Golf Resort

PALM SPRINGS

A recent edition to our selective golf destinations, Palm Springs is the premier golf destination for the West Coast. Scenic mountains make for a tantalizing backdrop as you tee off, chip, and putt on some of the best looking courses in the western hemisphere. Not only is the golf exquisite, but the dining, spas and shopping make Palm Springs a destination that anyone can enjoy. Celebrities and PGA tournaments are frequent visitors to Palm Springs, and these resorts and golf courses will have you

feeling like a big shot as well. A leisurely hour-and-a-half drive from Los Angeles, there is plenty of opportunity for golf and sightseeing or watching any number of sport teams...or anything else a traveler could desire. Dining choices are limitless, including some of the nation's more famous restaurants. Palm Springs is a unique golf destination in that there is almost as much to do off the golf course as on; not that you'll be complaining, there's enough of both to delight you.



EAGLE PACKAGE

LA QUINTA RESORT & CLUB & PGA WEST

La Quinta Resort and PGA WEST together offer guests challenging play on five resort courses designed by golf legends Pete Dye, Jack Nicklaus and Greg Norman. Known as the Western Home of Golf and Hospitality in America, this world renowned golf resort is the perfect destination for Greater Palm Springs golf vacations. Golf groups or players of all skill levels will enjoy the resort experience, especially if you're playing well.



YOUR PACKAGE INCLUDES

- 3 Nights Lodging at La Quinta Resort & Club & PGA West
- 1 Round at the Mountain Course
- 1 Round at the Nicklaus Course
- 1 Round at the Dune Course
- Comprehensive travel insurance that includes cancellation & rental car protection, coverage for lost or stolen golf clubs and more.

Pricing: \$515

per person based upon double occupancy and availability



BIRDIE PACKAGE

EMBASSY SUITES LA QUINTA

Surrounded by the warm hues of the Santa Rosa Mountains and the lush fairways of La Quinta, California, lies a sparkling gem — the new, luxurious Embassy Suites Hotel & Spa - La Quinta. Nestled in a quiet cove, this cozy, intimate retreat is the perfect getaway for your next golf vacation.

YOUR PACKAGE INCLUDES

- 3 Nights Lodging at Embassy Suites - La Quinta
- 1 Round at the Dunes Course
- 1 Round at the Gary Player Signature Course
- 1 Round at the Silverrock Resort
- Comprehensive travel insurance that includes cancellation & rental car protection, coverage for lost or stolen golf clubs and more.

Pricing: \$525

per person based upon double occupancy and availability



PAR PACKAGE

HOLIDAY INN RESORT AT PALM SPRINGS

A full service modern design hotel spares no expense to bring you all the amenities of home. Restaurant, lounge, pool bar, fitness center, and business center can make a stay at this Holiday Inn a success despite what happens on the golf course.

YOUR PACKAGE INCLUDES

- 3 Nights Lodging at Holiday Inn Resort at Palm Springs
- 1 Round at Indian Wells Golf Resort
- 1 Round at the Gary Player Signature Course
- 1 Round at the Escena Golf Club
- Comprehensive travel insurance that includes cancellation & rental car protection, coverage for lost or stolen golf clubs and more.

Pricing: \$335

per person based upon double occupancy and availability

*Call us or visit our website for more information on these properties or to book one of these trips.
Prices based on availability and seasonal rate.*

IRISH LUXE GOLF TRAIL & FAIRWAYS GOES “SOCIAL”

Continued from page 1

In the past year or so, Fairways has expanded to include world-wide golfing destinations. We are on the way to becoming the first truly world-wide golf tour operation. Our team has also significantly improved our websites and domestic golf programs to create a community dedicated to outstanding value to our loyal golf travelers. In the months ahead, you will begin to see more and improved pages to our award-winning websites. Notably, you'll see user ratings and our own staff ratings of the golf courses that we sell. And it won't



Lough Erne, 10th hole



Druids Glen, 12th Hole

be just a grade or score, but useful comments about the terrain and the feel of the course. PGA Master Professionals will also regularly blog and communicate with you about their experience and opinions on the latest technology or a great destination that can refine your game.

We have built and continue to build a team where each employee's goal is to deliver ultimate customer service (DUCS) whenever and however you interact with us. This isn't just a "catch phrase," it's our company's mission. **DUCS, or Deliver Ultimate Customer Service**, is ingrained into our company's core being by our very own lovable "duck" (of course) called Mulligan Bob.

You can follow his witty advice and commentary on the social media website [Twitter.com/MulliganBob](https://twitter.com/MulliganBob). If you sign up to receive his tweets and tell us you saw it here in my article, we'll send you a golf cap and a ball marker to commemorate your support. Bob limits his "tweets" to one, or at most two, a day for those that enjoy that type of information.

We also have Facebook and YouTube. These internet portals are another way for us to communicate to our customers. Look for our [YouTube.com/golftthere](https://www.youtube.com/golftthere) account to also carry humorous clips of commercials or viral videos. In other words, if you need a good laugh consider heading to our video location on the web.

Further, we made our website name easier to navigate and upgraded it to include all of the technology that you would expect from one of the largest golf tour operators in the world. So, our team suggests that you don't golf here... Golf There... and more specifically, golf in Ireland this summer or fall in the finest world-class accommodations, enjoy a hearty Irish breakfast and then play a round of golf that you'll never forget. With the dollar strengthening against the euro, this summer and fall is truly a great value.

All the best and thank you for your continued confidence in Fairways and GolfThere.com. Call one of our Golf Specialists today and head to Ireland in the near future.

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Check out [GolfThere.com's](https://www.golftthere.com) mascot, Mulligan Bob as he tweets about great deals and golf humor at:
twitter.com/MulliganBob
 also become a fan:
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youtube.com/golftthere
twitter.com/golftthere



Bay Point Golf Resort



The Slammer & Squire

GOLFING IN THE SUNSHINE STATE

If it's the summer, there is only one place to be. Floridian beaches are things of legend and they almost rival the plethora of golf courses that dwell in the Sunshine State. Grab some sunscreen and travel to a state where its chief commodity is sunshine. Scientifically proven to decrease stress and anxiety, Floridian weather and top tier golf courses are a welcomed refrain from a tiring working environment.

From Miami to Jacksonville, and Orlando to Destin Florida, there are enough options that even the most specific schedule can be accommodated. Cool off from a round of golf in the Atlantic or the Gulf of Mexico and try to frown. While this may be impossible, Florida is quite possibly the best summer golf retreat.



Hidden Creek Golf Course

FAIRWAYS GIMME A BREAK EXCLUSIVES



BIRDIE PACKAGE COUNTRY INN & SUITES, Destin

There's plenty of time for the beach after you've finished playing golf. A comfortable stay just a quick drive away from all golf courses in the Destin area, the Country Inn & Suites is the perfect launching pad for any golf outing.

YOUR PACKAGE INCLUDES

- 3 Nights Lodging at Country Inn & Suites - Destin
- 1 Round at the Hidden Creek Golf Course
- 1 Round at Bay Point Golf Resort – Meadows Course
- Comprehensive travel insurance that includes cancellation & rental car protection, coverage for lost or stolen golf clubs and more.

Pricing: \$525

per person based upon double occupancy and availability

FAIRWAYS GIMME A BREAK EXCLUSIVES



PAR PACKAGE COMFORT SUITES WGV, Jacksonville

The elegant new Comfort Suites in St. Augustine is nestled on a private lake adjacent to the World Golf Village and Golf Hall of Fame. A golfer's paradise as golf themed lodging in a golfing village allows for the most unique stay a golfer can experience.

YOUR PACKAGE INCLUDES

- 3 Nights Lodging at holiday inn Comfort Suites in WGV
- Complimentary Breakfast
- 1 Round at the Slammer & Squire
- 1 Round at the King & Bear
- 1 Round at the Cimarone Golf Course
- Comprehensive travel insurance that includes cancellation & rental car protection, coverage for lost or stolen golf clubs and more.

Pricing: \$455

per person based upon double occupancy and availability

Call us or visit our website for more information on these properties or to book one of these trips. Prices based on availability and seasonal rate.