

Pioneering Abu Dhabi Golf Club Primed to Host Industry Pacesetters

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Westin Abu Dhabi Golf Resort & Spa and 18th green at Abu Dhabi GC

Abu Dhabi Golf Club and its iconic Falcon Clubhouse has gained international recognition with golf fans as the host venue to the Abu Dhabi HSBC Golf Championships, attracting global stars of the game in recent years. Earlier in 2014, the desert course welcomed the game's ever-popular Phil Mickelson and heavyweight Rory McIlroy, and is now set to receive the off-course industry big-hitters for the 2014 [HSBC Golf Business Forum](#) from 28-30th April.

An event-opening tournament will take place over the [Peter Harradine](#) design and see more than 250 delegates enjoy one of the most luxurious golf resort experiences in the region as well as service synonymous with the Middle East and the experts in upscale golf course management, Troon Golf.

Group General Manager at Abu Dhabi Golf Club and sister course Saadiyat Beach Golf Club, Chris Card looks forward to welcoming industry peers. He commented: "We are confident delegates from far and wide will enjoy the world-class golf experience and immaculate conditioning we offer our members and guests on a daily basis."

Over the following two days, event proceedings will take place just yards from the first tee at the exclusive Westin Abu Dhabi Golf Resort & Spa, the resort which has helped put Abu Dhabi Golf Club firmly on the map for international tourists.

Card continued: "An evolving infrastructure combined with the collective effort from both venues and the government's marketing initiative – Golf in Abu Dhabi – has resulted in the emirate's capacity to attract and facilitate golf's leading business forum."

One of the most anticipated gatherings on the golf business calendar, the golf industry will assemble to discuss the evolution of the game in the 21st Century, aptly within one of the fastest growing golf destinations in the world.

Both Abu Dhabi Golf Club and the Gary Player designed Saadiyat Beach Golf Club are ideally positioned for domestic and international guests and benefit from the outstanding accommodation options on site. The Troon-managed properties combine quality course conditioning, matchless facilities and first-class hospitality throughout, making them the ideal option for a diverse group of visitors.