



## THE MELBOURNE CLUB AT BROCKET HALL JOINS FORCES WITH PACIFIC LINKS INTERNATIONAL

***-Quintessentially British venue featuring two 18-hole golf courses becomes the latest venue to join the world's premier golf network-***

**Toronto, ON (July 24, 2019)** – Pacific Links International (PLI), the world's premier golf network, is delighted to announce a partnership with one of the most well-known golf clubs in England – The Melbourne Club at Brocket Hall. Located just 25 miles north of London, it is the eighth English venue to become part of Pacific Links Golf Network, as it continues to grow its European portfolio.

Reciprocal access for The Melbourne Club members (Melbourne and Palmerston Courses) will extend to golfing facilities across PLI's comprehensive portfolio, consisting of over 400 clubs in 41 countries, including the likes of Abu Dhabi Golf Club, Vietnam's Laguna Lang Co and 2018 Ryder Cup venue, Le Golf National.

**Michael Longshaw, Chief Executive at IGRM and Managing Director at Brocket Hall,** said: *"The new relationship with Pacific Links International is a positive step in the right direction for both the club and our members. We're looking forward to enhancing our appeal across the globe and providing our members with a number of value-added incentives to play championship golf when visiting other countries."*

Set within the opulent surroundings of the Brocket Hall Estate in rural Hertfordshire, the venue's two championship standard golf courses sit within beautifully manicured 18th-century parkland and are aptly named after Prime Ministers who once lived on the property – Lord Palmerston and Lord Melbourne.

The par 73 Palmerston layout, designed by Donald Steel and opened in 2000, plays a considerable 7,080 yards off the championship tees, winding its way through undulating terrain and mature woodland, consisting of 300-year-old pine, oak and cedar trees. Not only does it demand accuracy off the tee, but a skilful putting touch is also required to find the hole on the often large and sloping greens.

Opened in 1992, the par 72 Melbourne Course was created by former Ryder Cup golfers, Peter Alliss and Clive Clark. Designed around the River Lea, an integral part of the course requires players to cross it on four separate occasions – including at the excellent risk-reward par-5 18th hole, which even involves a short trip on an unmanned ferry to reach the final green.

**Rudy Anderson, President and Chief Executive Officer of Pacific Links International,** said: *"Brocket Hall is steeped in history and is a very exciting addition to our international golf network. England is one of the most desirable golfing destinations in Europe and we look forward to providing superb benefits to our network club partners and golfers. Clubs in Europe currently represent 13 per cent of our portfolio and England is an area we are looking to develop and expand, so there's no doubt that The Melbourne Club at Brocket Hall will prove to be a popular choice with our International Members."*

For more information on Pacific Links International, visit: [www.pacificlinks.com](http://www.pacificlinks.com)

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### **About Pacific Links International**

**Pacific Links International has created the world's most comprehensive reciprocal golf course network and serves as the golf industry's leading portal to the avid, travelling Chinese golfer.** Pacific Links provides its Asia-based International Members with a premium golf experience through an innovative international membership structure.

Pacific Links offers them access to the finest collection of high-quality golf clubs in the world. Since 2012, the Pacific Links network of Affiliated and Reciprocal clubs has grown to over 400 properties located in 41 countries around the world. The Pacific Links golf network serves this membership base in Asia, as well as an aggregated population of over 130,000 network golfers from participating network clubs. The main feature of a Pacific Links partnership for participating network clubs is the opportunity to offer reciprocal or affiliate access to other destinations across the Pacific Links International Network to their own members.

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