



## The Bluffs Produces Ace Deal for Members of Hole-in-One Club

HO TRAM, Vietnam (September 4, 2020) — For golfers around the planet, a hole-in-one is one of the most coveted achievements.

Now Vietnam's top-rated club, The Bluffs Ho Tram Strip, has produced an ace from its sleeve by rewarding the skillful few to achieve the milestone in Vietnam over the last calendar year with free rounds of golf.

Through the challenge, any golfer who has notched a hole-in-one at one of Vietnam's array of courses from August 2019 to Aug 2020 will be eligible for a complimentary green fee at the Greg Norman-designed links layout on the country's south-central coast.

The Bluffs is also offering a special discounted rate for up to seven accompanying golfers.

To qualify, all golfers need to do is to submit a certification of their hole-in-one along with a picture of themselves and their scorecard. The challenge lasts until the end of 2020.

Despite improvements in equipment technology over the decades, to score a hole-in-one is a relative rarity: something that even top professionals regard as a great accomplishment.

"We figured this would be a great way of rewarding what is, for many, one of the golfing moments of a lifetime," said Gary Dixon, General Manager at The Bluffs. "Scoring a hole-in-one is an amazing feeling. It's an achievement that even guys like Tiger Woods and Justin Rose get a kick out of and it's always brilliant to see the joy that it brings people."

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## About The Bluffs Ho Tram Strip

THE BLUFFS Ho Tram Strip is located on the East Sea and in the town of Ho Tram, 120km southeast of Vietnam's commercial capital, Ho Chi Minh city. It takes less than two hours by car reach The Bluffs, which along with The Grand Ho Tram Resort & Casino luxury casino resort comprises the first phase of the extravagant Ho Tram strip project. The 18 hole, par – 71 layout is designed by legendary golf course designer – Greg Norman, set on genuine links land and features stunning ocean and forest view.

## About The Grand Ho Tram Resort & Casino

Just a two-hour drive from Vietnam's largest city, Ho Chi Minh City, The Grand Ho Tram Resort & Casino is the first of a group of integrated resorts and residential developments located on more than 164 hectares of land along 2.2 kilometers of pristine beach in Ho Tram, Vietnam.

The resort opened its doors in July 2013 and includes the Grand, a 541 room five-star hotel, a world-class entertainment facility, 13 food and beverage venues, high-tech meeting spaces including a 1,800 person capacity Grand Ballroom, Putt-Putt miniature golf, 3D cinema, game center, karaoke rooms and a wide variety of beach-front recreation activities.

Under an agreement with IHG® (InterContinental Hotels Group), one of the world's leading hotel companies, The Grand Ho Tram Resort & Casino will be renovated and rebranded as InterContinental Grand Ho Tram at the early 2021.

A second hotel - Holiday Inn Resort Ho Tram Beach - will be a 502-key hotel featuring facilities geared for family fun. Guests can enjoy their time at swimming pools and enjoy captivating views of the long coastline at the 360-degree rooftop bar. Additionally, the hotel will have direct access to facilities including a cinema, bowling arcade, food court and water park.

The Grand Ho Tram Resort & Casino is the most awarded resort in Vietnam. Its awards include Luxury Hotel and Spa of the Year by Luxury Travel Guide Awards, UK; and Best Luxury Hotel Vietnam by Business Destination UK; World Luxury Hotel Award; Luxury Coastal Resort by World Luxury Hotel Award; Luxury Casino Hotel, Asia by World Luxury Hotel Award ; Vietnam's Best Golf Hotel by World Golf Awards; Luxury Beach Resort Category by World Luxury Hotel Awards; Vietnam's Best Golf Hotel and Asia's Best Golf Hotel by World Golf Awards; Luxury Golf Hotel by Luxury Travel Guide Awards , Best Casino Hotel Spa in Asia and Best Luxury Hotel Spa in Vietnam by the Haute Grandeur Global Spa Awards .



Its adjacent golf course, The Bluffs Ho Tram Strip, was designed by Greg Norman and opened in 2014 and has gone on to win countless prestigious awards such as World's Best New Golf Course and is a multiple winner of Vietnam's Best Golf Course. The Bluffs was also the first course in Vietnam to ever make Golf Digest's Top 100 list for courses around the world for 6 consecutive years and hosted the successful Ho Tram Open which was awarded Asian Tour Event Of The Year.

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