



# THE ELS CLUB

DUBAI SPORTS CITY



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# The Els Club Experience

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In every golfer, playing a great course evokes the feeling of being home. At The Els Club, you'll experience a sensation that goes far deeper. Our internationally acclaimed course, world-class facilities and warm, five-star service perfectly combine to create a uniquely welcoming golfing environment – and somewhere you know you can truly belong.



Beautiful course stretching 7,538 yards



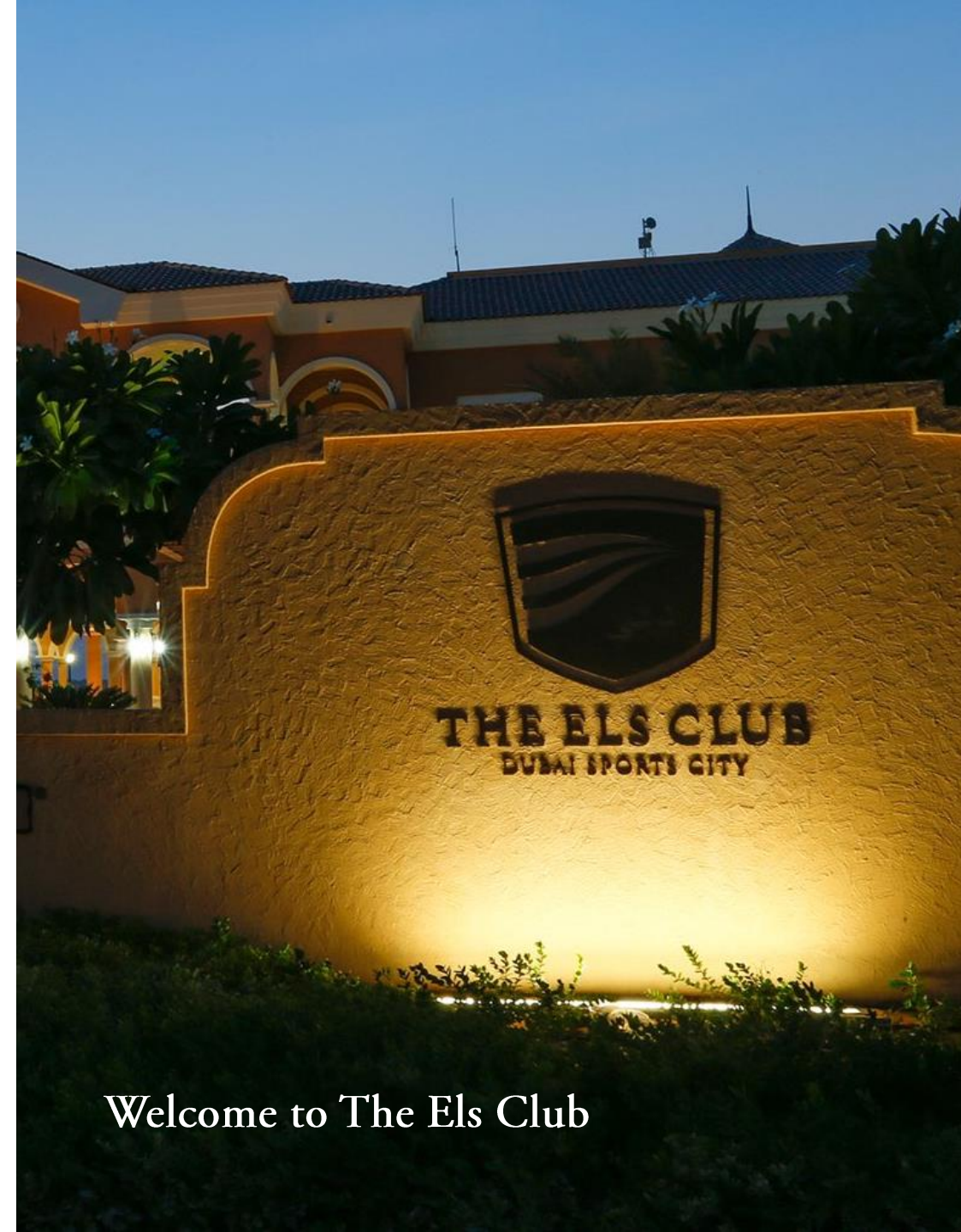
Designed by multiple Major winner Ernie Els



Award winning pristine greens in a beautiful setting



The holes all constitute characteristics from Els' favourite courses around the world; bunkers from Royal Melbourne, greens resembling Pinehurst No. 2 and wide, rolling links fairways



Welcome to The Els Club

# Food and Beverage

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## *Big Easy* Bar & Grill

The Big Easy is an unpretentious bar & grill hailing from the stunning Western Cape region of South Africa – inspired by the lifestyle and spirit of Ernie Els. The dining experiences at the Els Club Dubai reflect Ernie's own eclectic tastes and his appreciation of the life enhancing benefits of wonderful food, great company and amazing beverages in a sociable, easy-going environment.





# Food and Beverage

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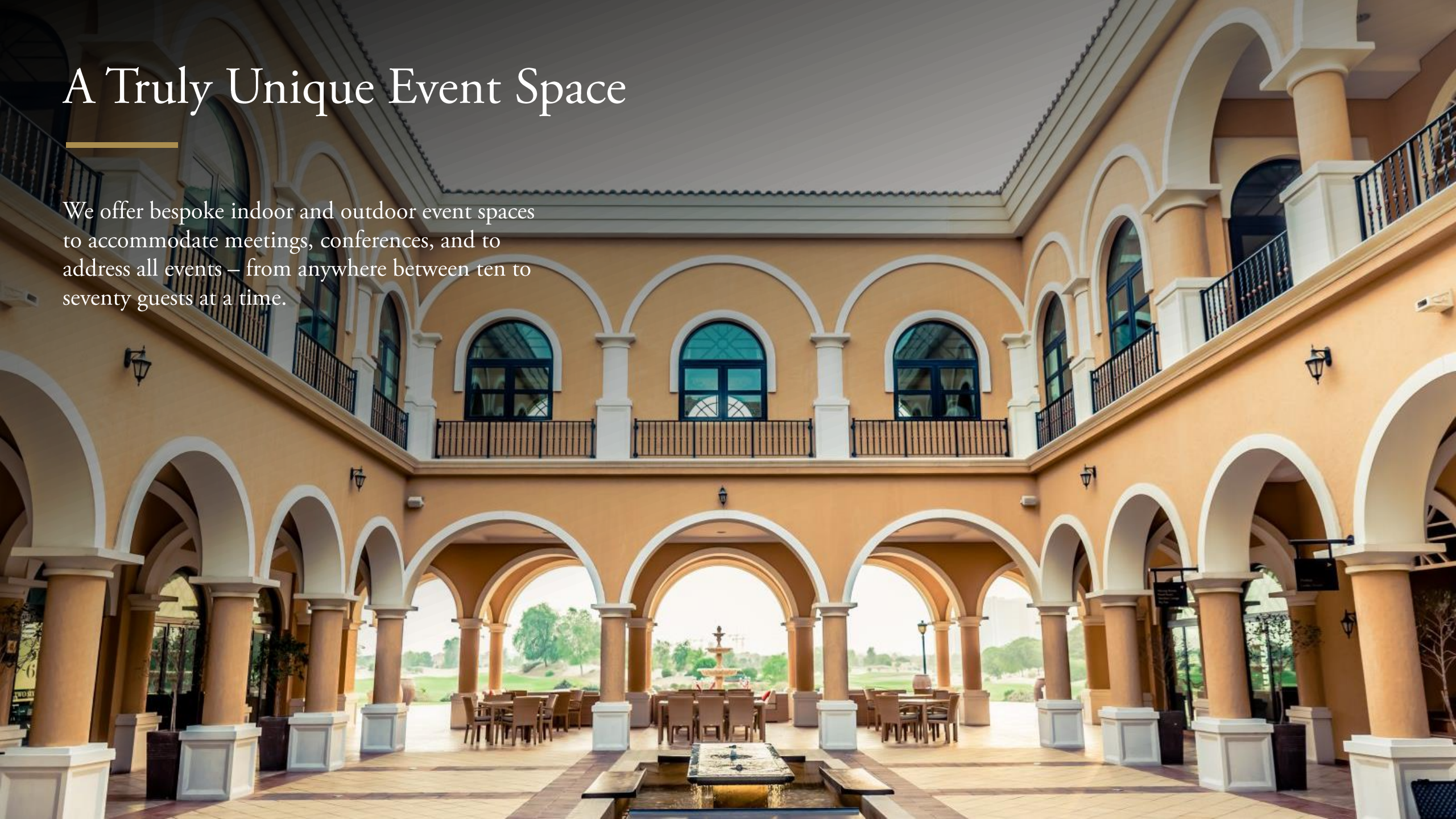
Bar & Restaurant 261 (named after Ernie's PGA Tour record-breaking 72-hole aggregate in the 2003 Mercedes Championship) is the perfect place to unwind after a round of golf or to watch the sunset over this spectacular Ernie Els-designed signature golf course. With plenty of indoor seating and a shaded outdoor area, this really is the perfect place to watch the world go by.





# A Truly Unique Event Space

We offer bespoke indoor and outdoor event spaces to accommodate meetings, conferences, and to address all events – from anywhere between ten to seventy guests at a time.



# The Heart of the Action

Dubai Sports City (DSC) is a

## 50-million square foot lifestyle destination

that comprises villa and apartment living, a number of retail outlets and the very best sporting facilities in the Middle East.



The Els Club 18-hole championship golf course



Full-size cricket, rugby and football pitches



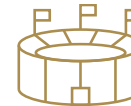
Olympic size swimming pool



Paddle courts



Fitness centres and athletics facilities



Dubai International Stadium – Hosted multiple IPC finals and T20 World Cup III

DSC is also home to Victory Heights – a premium, gated villa community consisting of over 1,500 villas, set on the fairways of the Els Club. Victory Heights boasts a multitude of architectural styles with an exceptional standard and comfort of living.



# A World-Class Golfing Experience

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The reputation and prestige of a golf club relies solely on the quality of its course. Quickly named 'best new international course' by acclaimed magazine Links, we're proud to acknowledge that the course at The Els Club is nothing less than outstanding.

Designed by Ernie Els himself, the course features pleasing undulations and strong elevations, extensive sandy waste areas, native grasses, and classic bunkering to offer a challenging round that rewards skill, strategy and an understanding of the game.

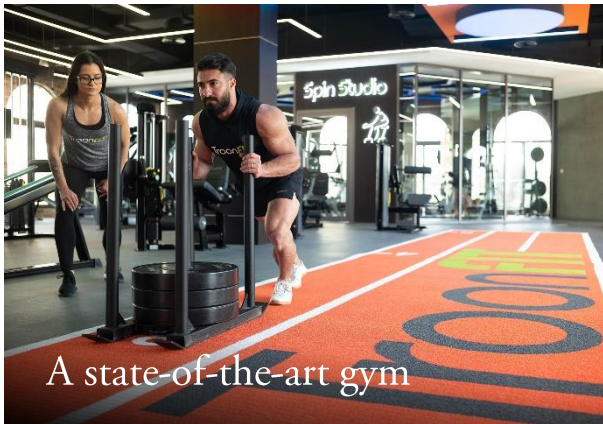
Different tee lengths help to accommodate all skill levels, ensuring that everyone can enjoy an exciting and memorable time while golfing at The Els Club.





# A Thriving Community

The Country Club at The Els Club Dubai is a premium leisure facility that includes:



A state-of-the-art gym



Fitness studio



Outdoor fitness area



Two swimming pools  
and pool bar



Stunning restaurant

A premium Personal Training service alongside a multitude of innovative group class concepts helps members to achieve their health goals and stay motivated on their fitness journey. Our talented Personal Trainers focus on motivating and coaching members to reach their full potential by designing personalized training plans to suit individual abilities, needs and goals.

# The Troon Golf Promise

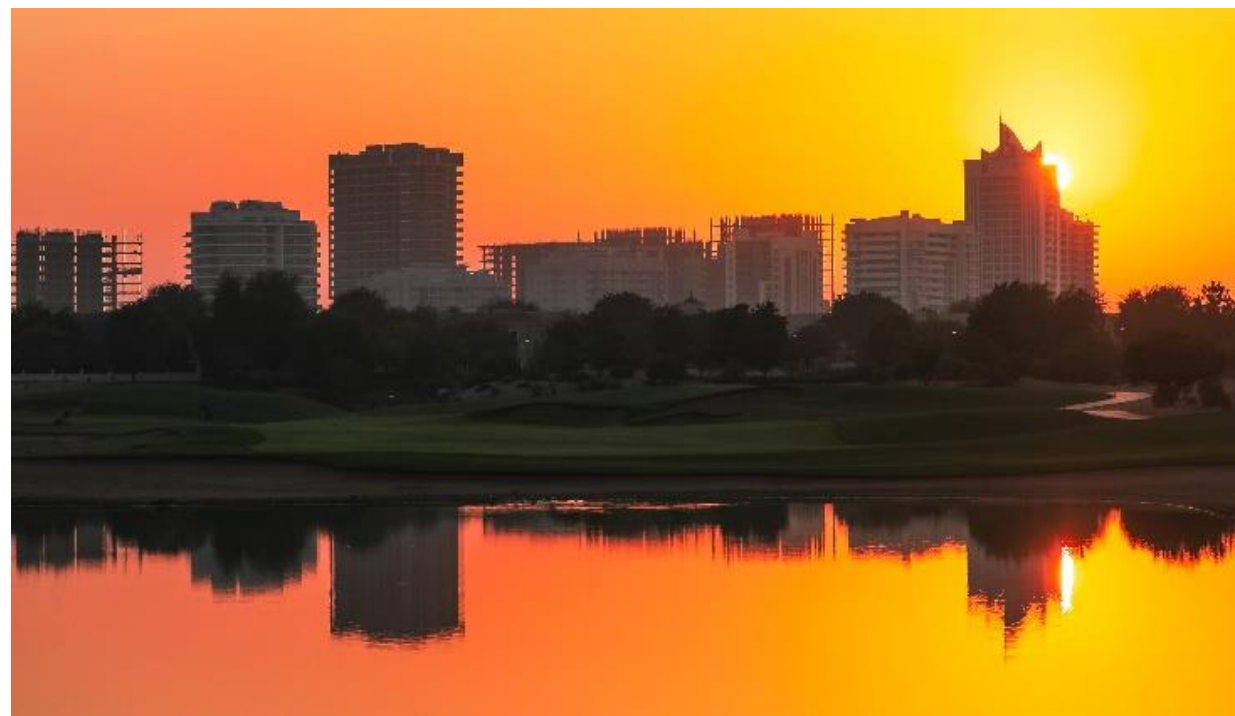
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Like many of the world's most prestigious golf courses, The Els Club is managed by Troon Golf. Our partnership is further assurance of our passionate commitment to exceed even the highest expectations to deliver exquisite playing surfaces, incredible service and an uncompromising attention to detail that's fitting, not only of one of the finest luxury golfing destinations in the Middle East, but one of the finest luxury golfing destinations anywhere.







# Why The Els Club Dubai?

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## First class golfing experience

combined with 5 star service and notable prestige from one of Dubai's finest golf destinations.



## Training and development

Floodlit driving range, retail shop, custom fitting and club repair studio.



## Meetings and events

High end meeting room in addition to unique event space.



## 18 hole 'desert links'

designed by US Open and The Open Championship winner Ernie Els and operated by Troon Golf, voted 'best new international course' by the prestigious US magazine Links.



## 2 restaurants

261 restaurant and the world renowned Big Easy Bar and Grill.



## The Founders Lounge

All members get access to our private members lounge, which features a pool table and private outdoor balcony terrace.



## The UAE's leading golf academy

and the only one of it's kind outside of the US: The Claude Harmon III Performance Golf Academy (instructor to the likes of Brooks Koepka, Dustin Johnson and Ricky Fowler).



## Further expansion

To have 2 paddle courts that will be completed in Q1 of 2022 and onsite Premium Hotel Rooms.



# Why The Els Club Dubai?

- ✓ 100+ events per year including 30+ major corporate golf events
- ✓ 20,000 visitor golfers per year (international visitors, UAE residents, corporates)
- ✓ 300+ active playing members
- ✓ 43,000+ golf rounds per year
- ✓ 7,500 lessons per year delivered at the The Claude Harmon III Performance Golf Academy
- ✓ Demographics\*
  - 84% western, with 55% from the UK
  - 89% married
  - 64% have one child or more
  - 77% are planning to stay in Dubai for 3+ more years
  - 69% earn over AED 500,000 per year
  - 31% earn more than AED 840,000 per year







# Our Golf Academy

The Els Club Dubai is the proud home of the first and only Claude Harmon III Performance Golf Academy outside of America. The school provides a bespoke coaching structure for both amateur and professional players seeking to improve their game.



State-of-the-art  
video analysis



Radar tracking using  
**TRACKMAN**

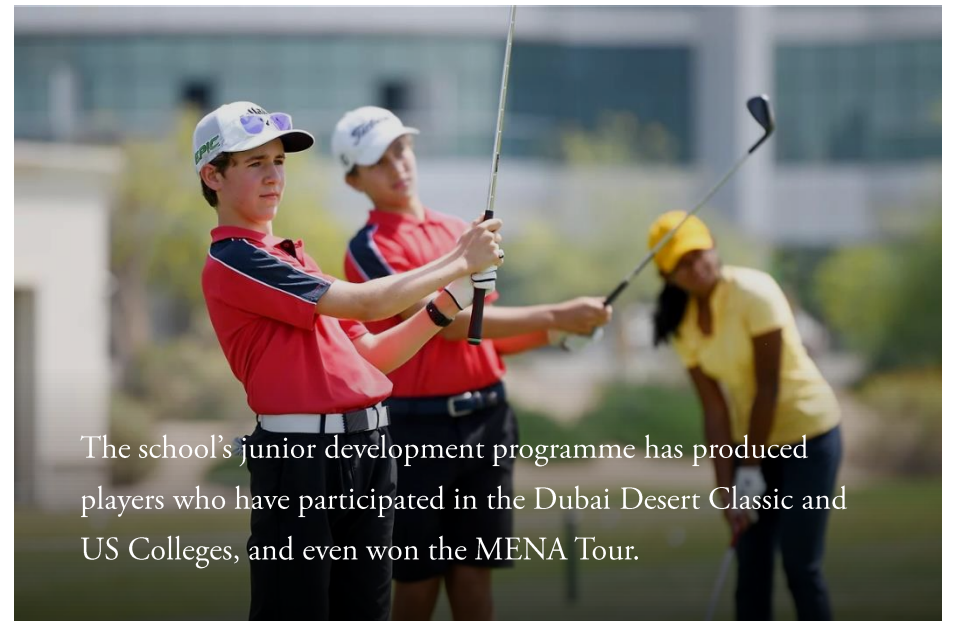


Advanced 3D motion  
capture

CHGPA instructors can help you scrutinise and perfect every minute detail of your golfing performance far beyond simply improving your swing.



Claude Harmon III is widely regarded as one of the best golf coaches in the world.



The school's junior development programme has produced players who have participated in the Dubai Desert Classic and US Colleges, and even won the MENA Tour.