

# British Columbia Golf Member Newsletter

## July 2009

### Whistler Hat Trick

Flying down the wing and blasting a bullet of a slapshot into the top corner always feels good. Do it three times in a hockey rink, and it's cause for some real celebration. This summer, bring that celebratory spirit for all things three to Whistler; at this golf utopia, links lovers can partake in their own Golf Whistler Hat Trick. When you purchase the Hat Trick (\$2,299 plus GST) you're entitled to 10 rounds of golf at the Whistler Golf Club, 10 rounds at Nicklaus North, and 10 rounds at Big Sky Golf & Country Club. That's three outstanding golf courses at huge savings. But, like Sidney Crosby pouncing on a loose puck, you'll want to get on this quickly. And often; the rounds expire October 12th, 2009. About the time you'll want to sharpen those skates for another season on the ice.

This is an amazing value for just \$76 per round!

[www.golfwhistler.com](http://www.golfwhistler.com)

### Why do you golf?

Research undertaken by the Canadian Golf Tourism Alliance several years ago is one of the few attempts to understand why golfers play golf. The research used interviews with golfers exiting approximately 10 courses across Canada, and included among other things, asked questions about some personal beliefs and values, and what they looked for in the golf experience. Depending on their responses, golfers were placed into 4 categories.

Casual - 23% of golfers. This market enjoys golf, but they only play golf casually. Not surprisingly, they play fewer rounds and are not typically members of a golf club. If they play golf on a trip is it usually on a short business trip, but they do not play many rounds. As well, this group does not spend a lot on golf equipment and they tend to not use golf packages. Their main motivation for playing is to enjoy the outdoors/scenery and to keep active.

Inner-Directed - 33% of golfers. The largest of all four segments, the Inner-Directed segment likes to try new and different things. This group plays golf mostly for pleasure and takes more golf-only trips than any other segment. This market tends to be younger and there are more new players. Their main motivation for playing is to enjoy the outdoors/scenery and to keep active. It is also somewhat important for this group that they improve their golf score.

Business - 22% of golfers. There are more females within this segment and it has a larger range of incomes and ages than the other segments. These individuals take longer trips and tend to look for and use golf packages. Like all other segments, the main motivation for playing is to enjoy the outdoors/scenery and to keep active, however this segment also plays because it is good for their business and their friends and family

play. They also like to place few bets when they golf.

Enthusiast - 22% of golfers. Enthusiasts are the most passionate about golf. This group tends to be older with more professionals and retired individuals who have higher incomes. People in this segment are competitive and like to try new things and visit new places. Golf is often included in their pleasure excursions. This segment spends the most on equipment, green fees and golf trips. Enthusiasts are motivated to improve their game so they play often and like to play on a number of courses.

So, what category do you fit into? Let us know your thoughts at [jim@bcga.org](mailto:jim@bcga.org)

## **Mayfair Lakes Hosts Round of Wishes Golf Tournament**

Mayfair Lakes Golf Course will host the 2009 Annual Round of Wishes golf tournament on Thursday July 30. This annual tournament supports the Children's Wish Foundation. The event includes lunch and dinner at the course, on course activities and a tee gift.

Register on line at [www.childrenswish.ca](http://www.childrenswish.ca)

## **July Vacation Contest Features Bear Mountain Resort**

The Westin Bear Mountain Resort in Victoria, BC is offering the July vacation contest prize of a two day golf vacation for two people. The package includes two nights at the Westin Bear Mountain and a round for two people at one of Bear Mountains Nicklaus designed courses - the Mountain, or the new Valley Course, and a round at nearby Olympic View Golf Course. Enter the vacation contest on-line on the [www.golfbritishcolumbia.org](http://www.golfbritishcolumbia.org) website.

## **Bear Mountains 19th Hole - One of the Great Holes of the Northwest**

In the upcoming July issue of Pacific Northwest Golfer magazine, the Bear Mountain Resort's par-3 19th hole is recognized as one of the "Great Holes of the Northwest", one of just four holes selected each year by the Northwest's premier golf magazine.

The iconic 19th hole sits perched on a hillside behind the 14th green and 15th tee of the resort's Mountain Course. Sitting apart from the established 18 holes, the par-3 is used for settling bets and placing bets, but more often is used by those who come to take in the view it provides – a sweeping vista overlooking Victoria, the Strait of Juan de Fuca, and beyond to the Olympic Mountains of Washington state.

With a yardage anywhere between 64 yards and 141 yards, the par-3 is easily playable for all, but is a target hole, with no room for bailout on any side of the green.

Bear Mountain Resort, located in Victoria, British Columbia, recently opened its Valley Course, and is Canada's only resort community with 36 holes of Nicklaus Design golf – the Mountain Course, which opened in 2003, is a Jack and Steve Nicklaus co-design, and the Valley Course is a Nicklaus Design layout.

## Apres Golf in Kamloops

Kamloops is being touted as Canada's hottest new golf destination, and little wonder with 13 remarkable courses to choose from, including three new championship courses opened in 2007; Talking Rock, Canoe Creek and Tobiano which was named best new Golf Course in Canada for 2008. In fact, nowhere else in British Columbia is the terrain more suitable for golf than Kamloops with its semi-arid climate. Golfers will experience the exceptional geographic landscape featuring desert, river shore, grasslands, alpine and pine forest courses all within a short drive of one another. But it's now the après golf activities that golfers who visit Kamloops are raving about.

When the clubs are packed away for the day, golfers can head out for a night on the town. All the customary sports bars and pubs are close at hand in any area of the city, but it's the diversity of restaurants which really has people talking. Kamloops' north shore and the downtown core are the ultimate destinations for ethnic food eateries, each taking patrons' taste buds on a journey to various parts of the world. Restaurants specializing in Thai, Greek, Chinese, Japanese, Indian, Italian, and Mexican are readily available with unique décor and menus for a great meal.

After the desire for food and drink have been taken care of, the night life in the city is incredible, sure to make any golfer think twice about how early tomorrow's tee time is booked. Clubs like the Blue Grotto or the Commodore feature live music or, head out for some mechanical bull riding and line dancing at Cactus Jacks Saloon. The casino is a popular stop with all the customary games and slots as are the sports pubs when the big games are on. During the day, a stop at North America's only ginseng spa is a must do activity plus, mountain biking, rock climbing and various water sport activities are readily available for those looking to get out and play some more.

Getting to the city is easy with four major highways all meeting in Kamloops, plus a busy airport serviced by four air carriers. Driving to Kamloops from Vancouver takes just under 4 hours and approximately 5 hours from Seattle and is an easy city to get around in. And for accommodations, golfers can choose from a host of hotels, motels or inns to suit style and budget.

Pack up the clubs and the desire for adventure and make Kamloops a part of your plans for some exceptional golf AND après golf activities this year. Visit [www.golfbritishcolumbia.org](http://www.golfbritishcolumbia.org) to find Kamloops golf packages and come let loose and just play.

## Arbutus Ridge Goes Green

Arbutus Ridge Golf Club (ARGC), just north of Victoria, is continuing its commitment to environmentally sustainable practices, and socially responsible management with the following key initiatives:

1. Receiving Certification in Environmental Planning from the Audubon Cooperative Sanctuary Program for Golf Courses (ACSP), April 2008.
2. Formation of a staff "Greening Committee."
3. Becoming one of only five golf courses in Canada to officially measure their Carbon Footprint.

The Audubon Certificate in Environmental Planning has been over a year in the making, and is the first step in a much larger plan to achieve a Designation in Environmental Planning. Only seven golf courses in BC have achieved this Designation to date. By joining and participating in the ACSP, Arbutus Ridge Golf Club will be involved in projects that enhance habitat for wildlife and preserve natural resources for the benefit of the local community. These projects may include: placing nesting boxes for cavity-nesting birds such as bluebirds and swallows, utilizing integrated pest management techniques, conserving water, and maintaining food and cover for wildlife.

A sample of current initiatives include reducing paper waste by reusing single sided paper, scanning rather than printing, use of the company intranet to distribute information, and using the low-ink setting on copiers. The use of bio-degradable garbage bags and switching to oxygenic and enzyme-based cleaning products are other recent initiatives. The course is also proud to use only trans fat free 100% vegetable oil for frying and all used oil is donated to the Cowichan Bio-Diesel Cooperative. The reduction of paper napkins and to-go coffee cups, composting off-site, and purchasing local food when possible are other examples. "We are fortunate to have a team that is passionate about reducing our environmental footprint. It's very motivational and certainly aligns with my personal belief system" says Jason Lowe, General Manager at Arbutus Ridge Golf Club.

Arbutus Ridge is one of only five courses across Canada that have registered to measure their Carbon Footprint through a partnership with the National Golf Course Owner's Association (NGCOA) using the GHG Par "0" program. "Undertaking the process of measuring our Carbon Footprint with this pilot project will allow us to understand exactly what our impact is, and help identify ways of reducing it. We are proud to be the pioneers in the golf industry" said Lowe.

## **BC Courses Win up! Magazine Awards for Best Value**

Up! Magazine – the in-flight magazine of Westjet Magazine announced its Value Award Winners for 2009. Four BC courses were among the winners.

The up! magazine Value Awards winners are chosen by thousands of WestJet guests who turn to up! magazine for vital destination information about the places, businesses and events that deliver a great bang for the travel buck and provide a high-quality and unique travel experience that over-delivers when compared to other similarly priced offerings. The Value Awards winners are announced and profiled every year in up! magazine's July issue. What makes a Value Award winner? Simply put, the benefits and rewards of the travel experience offered are greater than the cost.

"The Value Awards program taps our enlightened readers for their secret and not-so-secret spots that offer great value," says up! editor Tom Gierasimczuk. "That may be a \$5 breakfast, but it's also a high-end boutique hotel that earns its premium price with amenities and great service."

The four BC winners were Crown Isle Resort, Tobiano, Predator Ridge Resort and Aberdeen Glen Golf Course.

Crown Isle Resort is located in Comox on Vancouver Island, just minutes from Comox Airport (which has direct flights from Calgary). The 7,024-yard layout, boasts dynamite mountain views and plenty of variety and is

regarded as one of the best on the Island. The resort features striking course-side accommodations, fine dining, a pumped up fitness centre, an impressive 48,000-square-foot resort centre, and a great golf course.

Tobiano, located just 20 minutes east of Kamloops was recently named Best New Canadian Course by Golf Digest Magazine, was sculpted from the benchlands above Kamloops Lake by Tom BcBroom. It's views over the lake and distant mountains almost, but not quite, overshadow the layout which makes use of the rugged arroyos and bluffs.

Predator Ridge Resort, located in Vernon in the heart of the Okanagan Valley, is known as one of Canada's premiere golf resorts, and has hosted numerous professional events. Its 27 holes are expanding to 36 this summer, and will be open for play in the summer of 2010. Its received awards for the quality of its service, and the range of available accommodation makes for a great golf trip, regardless of the size of the group.

## **Talking Rock**

While Tobiano may have gathered most of the attention in the Kamloops region when it opened last year as "Best New Course in Canada", another course quietly opened in the region that also should be recognized.

Talking Rock at Quaaout Resort was developed by the Little Shuswap Band on the lake that bears their name. The course opened in 2007 to provide additional reasons to visit the Quaaout Resort and Conference Centre. The Resort is designed to reflect elements of the Band's heritage, and the art, design and artifacts all lend to the ambiance. If you want to experience native culture while not sacrificing those creature comforts we all enjoy, this resort is the place to go.

The golf course extends to 7,129 yards from the black tees with a course rating of 74.5 and a slope rating of 126. Most golfers will play from the gold tees at 6,634 yards with a course rating of 72 and a slope rating of 128. This is one of those unusual situations where the slope rating for the shorter tees is greater than for longer tees. I played from the gold tees and thought that the ratings were appropriate.

The front nine plays almost exclusively through a tranquil pine forest with only the sound of birds in the trees. The sandy soil makes for excellent drainage and turf conditions and the course is in excellent condition. The back nine increases in elevation and there are views of the lake and surrounding mountains. About the only negative, and one beyond the control of the course, is the spreading deforestation on the adjacent hillside caused by pine beetle infestation. (For those from the Lower Mainland, seeing what this is doing personally rather than on television is a shock.) Luckily, it has not impacted the course and the surroundings.

The signature hole is #18, returning to the Lodge along the shore of Little Shuswap Lake. The Lake does not really come into play of this 365 yard par 4, but the views of the Lake add to the charm of the hole. Talking Rock is an honest course which doesn't resort to trickery to provide challenge and makes the best use of its environment without having to artificially create it. All in all, a course you could play a lot of and enjoy.

## Mountain Golf

Crisp, fresh, cool air. Unabated scenery. Twenty yards more of ball flight. All of these are characteristics of mountain golf courses that any golfer could visualize. But what distinguishes a mountain golf course from a course in the mountains?

There are more of the former than of the latter. Most courses in the mountains are built in the valleys or on bench-lands. What distinguishes mountain golf courses are the changes in elevation as mountain courses go up, across and down in their mountain settings. These courses don't just sit there, they challenge their settings. The common characteristic of these courses, besides a mountain location, is elevation change. These are courses where changes of elevation on holes influence the design and the way the course is played. The vertical change often is more important than the length of holes. Vertical holes create views, drama and excitement that other courses simply can't offer.

British Columbia, crossed from north to south with a series of mountain ranges from the Rockies to the Coast Mountains is blessed with a number of the premiere mountain golf courses in the world. BC mountain courses include Bear Mountain in Victoria ( a bit of a surprise, but try it!), Sun Peaks in Kamloops, the Fairmont Chateau Whistler Course in Whistler, Furry Creek north of Vancouver , Westwood Plateau in Coquitlam and Trickle Creek in Kimberly.

Greywolf, in the eastern part of British Columbia in the Purcell Mountains, is one of the best known of Canada's mountain courses with a total vertical change of 505 feet. Located at Panorama Ski Resort, it eases up the slopes of Panorama Mountain for its first three slopes in a steady grind of 364 feet that makes each hole 100 yards longer than it shows on the scorecard. The reward is found on the fourth, a par 4 that offers splendid views of the surrounding mountains and the valley below. In the dryer conditions of summer, 300 yard drives are the norm, providing you keep the ball on the short grass. However, Greywolf is best known for its par 3 – Cliffhanger, perhaps one of the most photographed holes in Canada. Depending on the tee box selected you'll need to hit it about 180 yards, including 110 yards of bottomless chasm to a green sitting in splendid isolation on a promontory. When you reach the green, make sure you look back.

While Whistler is one of the worlds top ski resorts, only one of its 4 signature courses is truly a mountain golf course. The Fairmont Chateau Whistler course rises up 400 feet from the clubhouse, most of this up the first 4 holes to a bench-land far above the valley floor. Of course, you get to come down on the last few holes! One wouldn't normally expect to find a mountain course 30 minutes from downtown Victoria, but the mountain course at Bear Mountain Resort boasts 475 feet of vertical.

Skirt Mountain, the base for Bear Mountain Resort, isn't necessarily that high a mountain, but the Nicklaus designed course makes use of a lot of the elevation change, particularly on the back nine. The 14th, a par 5, climbs about 120 feet over its 500 yard length. At the top however, lies one of the most interesting holes in golf – the 19th – a short par 3 over a chasm with spectacular views of Victoria and the Olympic Mountains to the south. Put some money on the hole for a KP. The 16th, also a par 3, drops 85 feet dramatically to a long, narrow green below.

Perhaps the most scenic mountain course in Canada is found at Furry Creek, just north of Vancouver on the highway to Whistler. The clubhouse, about ½ the way up the mountain side, commands spectacular views of Howe Sound and the Coastal Mountain Range. It even boasts its own rushing waterfall. Two holes stand out – The first hole, which is like teeing off a cliff to a fairway 175 feet below and the 14th, a par 3, which takes the golfer out to the shores of Howe Sound and an – almost – island green created by nature.

Few shots in golf can rival the flight of your ball arcing high against a mountain backdrop to a green surrounded by forest far below. Its one of those ethereal moments that makes the game so satisfying.

## **Top Vancouver Courses Launch Tour Card**

### **2009 Golf Vancouver Tour Card Provides Plenty of Play:**

What do Furry Creek, Meadow Gardens, Mayfair Lakes, Northview, Westwood Plateau, Morgan Creek, and The Redwoods have in common? They are seven of the best golf courses in the Greater Vancouver area. But, more importantly, they are also the participating courses in the *2009 Golf Vancouver Tour Card* program. The card, which offers incredible savings, entitles each holder to seven rounds of golf with shared cart anytime during the week and after 1 p.m. on holidays and weekends. At just \$459 plus GST (the card has a \$900 value) and available in limited quantities, you're best getting your card and going on tour sooner rather than later. For more information visit [www.vancouver-golf.com](http://www.vancouver-golf.com).

## **Special Offer on US Senior Open Packages**

Never before has the USGA combined the benefits of two Open championships. This exclusive, limited-time offer is designed to give golf fans in the Pacific Northwest a once-in-a-lifetime opportunity to secure their place at two national championships coming to the Seattle area.

Purchase one or more Trophy Club tickets or Season Passes to the 2010 U.S. Senior Open, July 26 – Aug. 1, 2010, at Sahalee Country Club in Sammamish, Wash., and receive a guaranteed advance opportunity, ahead of the general public, to purchase tickets to the 2015 U.S. Open at Chambers Bay in Tacoma, Wash., plus a complimentary 12-month USGA membership.\*

2010 U.S. Senior Open Ticket Options:

\$150 Season Pass Package includes:

- One (1) ticket for each day of the championship, Monday – Sunday (seven tickets total)
- Complimentary U.S. Senior Open parking
- Free official U.S. Senior Open championship program
- Guaranteed advance opportunity to purchase tickets to the 2015 U.S. Open at Chambers Bay ahead of the general public
- Complimentary 12- month USGA membership\*

**BUY NOW!**

### \$250 Trophy Club Package includes:

- One (1) ticket for each day of the championship, Monday – Sunday (seven tickets total)
- Access into the exclusive Trophy Club tent located next to the 18th fairway. This climate-controlled pavilion includes amenities such as indoor/outdoor seating, television monitors, computer scoring terminals, telephone access. Trophy Club guests may also purchase upscale food and beverages.
- Complimentary U.S. Senior Open parking
- Free official U.S. Senior Open championship program
- Guaranteed advance opportunity to purchase tickets to the 2015 U.S. Open at Chambers Bay ahead of the general public
- Complimentary 12- month USGA membership\*

### **BUY NOW!**

\* Current USGA members will receive a special gift from the USGA instead of the complimentary membership.

Don't delay: This ticket offer is limited in number and available only through June 30, 2009.

Remember: Children ages 17 and under will receive free admission throughout the week of the 2010 U.S. Senior Open when accompanied by a ticketed adult. For details, visit the [Kids in Freepage](#).

Tickets may be purchased by telephone at (877) 281-6736. For more information about the 2010 U.S. Senior Open, visit [www.2010ussenioropen.com](http://www.2010ussenioropen.com).

### **Win a Golf Vacation for two at Predator Ridge**

Predator Ridge is one of Canada's top golf resorts. Set on the benchland above Okanagan Lake, near Vernon, the Resort boasts one of the finest resort villages you'll find surrounded by 27 holes. The contest package for two people includes rounds at the Harvest, the Bear Course at the Okanagan Club and of course, at Predator Ridge. Three nights at Predator Ridge in the resort are also included. For more information on the Okanagan, [click here](#), and to enter the contest, [click here](#)

### **New Bear Mountain Valley Course Opening**

When the International Association of Golf Tour Operators designated British Columbia as "North American Golf Destination of the Year" in 2007, they were impressed by the diversity and quality of BC courses. With the opening of the new Valley Course at the Westin Bear Mountain Resort in Victoria, golfers can experience both in one resort.

With the opening of the Jack and Steve Nicklaus designed Mountain course in 2005, golfers were over-awed by the stunning vistas from a number of the holes but challenged by the elevation changes, bunkers and fast greens.

However, with the new Valley Course, The Nicklaus Design Group has been able to design a more playable course for the average golfer. Opening for full play May 31, 2009, it still offers some dramatic elevation changes that provide for some very pretty holes. You rarely see another hole from fairways. The Valley course is still challenging, particularly from the back tees at 6,807 yards, where the course rating is 72.9 and the slope rating



135 but the course is much easier from the forward tees at 4,674 yards.

Bear Mountain is an excellent starting point to the Vancouver Island Golf Trail. Include a little salmon fishing and Ontario golfers have the perfect summer getaway. More information on [Bear Mountain](#) is available on the website as well as [packages](#).