

CORPORATE NEWS



Vipingo Ridge: Baobab Golf Course first in Africa to attain PGA accreditation. FILE

Vipingo Ridge top golf branding shot in the arm for Kenya tourism

BY MATHIAS RINGA

Kenya's tourism industry got a major boost yesterday after Vipingo Ridge Golf course was branded a Professional Golfers Association (PGA) level facility.

The 18-hole Baobab Golf Course in Kilifi County became the first golf course on the African continent to attain the prestigious PGA accreditation.

Following the branding, Vipingo golf course is set to receive PGA golfers from around the world giving a major boost to the country's tourism.

This comes after officials of the association visited the Naivasha-based Aberdare Hills Golf Resort, boosting chances that it could also attain the global status.

Yesterday, PGA head of property and development Guy Moran said the branding of Baobab would boost Kenya's golf tourism.

Speaking at Vipingo Ridge during the event, Mr Moran said his association was satisfied that the facility was of world-class.

He said the group, which was started in Great Britain and Ireland in 1901

would encourage its members and golfers to visit Kenya to play golf at Vipingo. The association, he added, has almost 8,000 members mainly from the two nations as well as from Russia, China, Czech Republic, Slovakia, Turkey, Scotland and Kenya.

In Kenya, he said, PGA has three members but was working to accredit more. Mr Moran said Kenya had great potential of attracting top golf players due to having world-class golf course at Vipingo Ridge, air connectivity, beautiful beaches and abundant wildlife.

"Kenya should take advantage of the world class golf course to attract golf tourists who are big spenders to generate more revenue and economic growth," he said.

To attract more golfers from around the world, the PGA official said there was a need for Kenya to come up with packages which combine both golf and the wildlife.

This, he added, would make golfers who come for tournaments to go on safari after playing. "Kenya has got a lot to offer compared to other golf tourism destinations since it has warm weather, the stunningly beautiful beaches at the Coast and the wildlife in popular parks such as ...Maasai Mara," he said.

“
Kenya should
take advantage
of the world
class golf course
to attract golf
tourists

GUY MORAN, HEAD, PROPERTY
AND DEVELOPMENT, PGA