

## MCB OPEN 2009



### The legend begins...

**Port-Louis, 2 December 2009** : A Press Conference preceding the event has been held at the Mauritius Commercial Bank Boardroom. The Mauritius Commercial Bank Open will take place at Constance Belle Mare Plage from 8th to 13th December 2009, a major event for the destination. Constance Belle Mare Plage will be pleased to host this golfing event for the first time. It is also the very first tournament of the year on the European Senior tour's 2010 calendar.

### A prestigious list of players

The list of confirmed players is very satisfying according to both promoters and sponsors. The MCB open 2009 has attracted world renowned names from the golfing world including: Sam Torrance, Glenn Ralph, Jose Rivero, Gordon J. Brand, Eamon Darcy, Costantino Rocca, Antonio Garrido and Maurice Bembridge. There are winners from the European Circuit and also ex-players from the Ryder Cup, one of the most famous golf competitions in the world and also an important step in the career of any professional golfer.

Amongst the players we are delighted to be hosting 21 out of 30 players from the order of merit of the European Senior Tour 2009. More importantly there are players coming from 20 countries who have won more than 600 competitions on the different Seniors, American and European circuits during their respective careers. It is important to note that the MCB Open 2009 bestows a prize totalizing 230 000 euros.

### A Mauritian amongst the great

Amongst the 72 Golf legends, the promoters are pleased to present Mr Govinden Palanyandi who is extremely proud to be representing Mauritius, Mr Palanyandi turned Senior Professional two years ago after winning several national competitions. He has been granted a wild card by Constance Belle Mare Plage and thus enters into history as the first Mauritian Player to participate in the European Senior Tour.

Govinden will use his good knowledge of the Legend Golf Course in order to hopefully create the surprise of the tournament. He is being sponsored by Constance Hotels Experience, the MCB and Astral Sports who have provided him with all his equipment for the tournament.

### International press coverage

The MCB open will benefit from international press coverage thanks to the « European Tour Productions » who will take the responsibility of sending on a daily and weekly basis, images of the tournament to more than 230 million viewers in the world.

Numerous TV channels will cover this event among which you will find Sky Sports (United Kingdom), Sport+ (France), Eurosport (Asia), Supersport (South Africa).

The MCB Open will also be covered by "europeantour.com", website which has more than one million unique visitors per month.

It is also important to note that more than 25 journalists from 9 countries will assist and cover the event. Proper coverage will be given to the MCB Open as well as Mauritius as a golfing and tourist destination in various magazines.

## A magic tour

Established since 1992, with initially 3 tournaments in their calendar, the European Senior Tour - consists now of professional golfers aged 50 to more - comprises now of 18 tournaments organized in 12 different countries whose foundation equals around 7,750,000 US Dollars. The number of tournaments has not stopped increasing and the first step in Mauritius will certainly allow for new tournaments in South Africa and Australia.

## A unique label

The MCB Open inaugurates a new era for the golf in Mauritius. Since few years now, the country has been well positioned on the international golf map. The participation of the legends of golf to this tournament on the European Senior circuit will definitely promote the image of Mauritius as an up-market golf destination for potential visitors as well as the foreign investors.

## A targeted clientele

Golf tourism has seen a strong growth over the last ten years. In addition to the possibility of supporting tourism all the year, it frequently attracts customers with high incomes. A study of KPMG Golf Advisory Practice, published in November 2008, shows that on average the golfing tourist spends an average of 250 euros per day and that golf tourism generates annual incomes exceeding 6.5 billion euros in the Europe, the Middle East and Africa areas.

The number of golf lovers throughout the world currently stands at over 57 million, making it the most attractive market for the majority of tourist destinations.

Each year, approximately 500 new golf courses are created in the world. By lodging a prestigious tournament from the European Senior Tour, Mauritius, the MCB and Constance Hotels Experience thus dissociate their respective competitors and target customers even more select and demanding.

## An obvious result

The MCB Open succeeds the Mauritius Golf Open which has been organized successfully by Constance Belle Mare Plage since 1994. Over the past 15 years this tournament has become the reference point for all golf tournaments in Mauritius.

In December 2008, the Mauritius Golf Open saw the participation of 190 amateurs and 76 professionals coming from over ten countries. There is no doubt that the arrival of the golfers from the European Senior Tour marks the beginning of a new era for golf in Mauritius.

## The programme

### **8<sup>th</sup> & 9<sup>th</sup> December : Constance Hotels Pro-Am (Legend & Links)**

*Dedicated competition for the professionals and amateurs*

### **10<sup>th</sup> December : MCB Invitational (Links)**

*Tournament reserved to the customers of the MCB*

### **11<sup>th</sup> December : Air Mauritius Trophy (Links)**

*Dedicated competition for the amateurs*

### **11<sup>th</sup> to 13<sup>th</sup> December : European Senior Tour (Legend)**

*Tournament exclusively reserved to the players of the European Senior Tour*

## The Partners

The organization of the first PGA tournament in Mauritius was made possible thanks to a perfect agreement between promoters, partners and sponsors. The principal sponsors of the event are the MCB, American Express, Constance Hotels Experience, Air Mauritius and White Sand Tours.

**Pierre Guy Noel, Chief Executive Group, MCB :** "the MCB Open 2009 inaugurates a new era for golf in Mauritius. By attracting legends from the golfing world, this tournament will place Mauritius even more firmly on the world golf map and further show Mauritius as a high end tourist destination".

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