

Golf Channel Adds To Lineup With Travel Series From Golf Advisor



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Having beefed up its instructional programming, [Golf Channel](#) will now give viewers the chance to experience more of the world's leading golf destinations – some even in person.

The network's [Golf Advisor](#) site, one of the game's leading sources of course ratings and reviews, is making its Golf Channel TV debut with a 30-minute series that premieres May 2.

Golf Advisor Round Trip will be hosted by Matt Ginella, who has journeyed more than one million miles since he began reporting for Golf Channel in 2013, and will highlight premium travel experiences at world-class resorts and clubs. The show's premier episode will feature a visit to Dazante Bay on Mexico's Baja Peninsula and its dramatic Rees Jones-designed course that incorporates desert, dunes, mountain, valley and water holes.



Dazante Bay

The 17th hole at Dazante Bay is a stunner of a par-3, playing downhill to a peninsula green that sits high above the Sea of Cortez.

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Other resort destinations scheduled to be featured on Golf Advisor Round Trip this year include Big Cedar Lodge in the Ozark Mountains of Missouri and Reynolds Lake Oconee in the rolling lake country of Northern Georgia, midway between Atlanta and Augusta. The show will also visit Myrtle Beach, the South Carolina golf Mecca home to more than 90 courses, and Ireland, which is one of the world's most popular international golf destinations and renown for some of the game's most iconic courses.

"Today's golf traveler has higher expectations about the destinations they seek, the level of service they receive and the experiences they may not be able to find through typical travel services," says Mike Lowe, vice president and general

manager, Golf Advisor. "This is what we are excited to build as part of our new Golf Advisor Getaways. Whether you're a buddy trip captain, a golf architecture and history buff or looking for a perfect couples retreat, we've got you covered."



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The Jack Nicklaus-designed Great Waters course is just one of six exceptional layouts at Reynolds Lake Oconee.

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Through its Golf Advisor Getaways program, the show will also provide some fans or groups the opportunity to travel with Ginella to its featured destinations on a return visit. Ginella will not only be the host, but the trip "captain," responsible for putting together an itinerary that extends beyond great golf, including destination side-trips, entertainment and a variety of dining experiences.

At the end of the show about Dazante Bay, for example, Ginella would announce a later trip to that destination and viewers could see a proposed itinerary on the Golf Advisor website and book a spot to join other avid golf travelers. The trips aren't part of a contest and are priced separately, with Golf Advisor/Golf Channel in effect serving as the concierge service and travel agent.

Golf Advisor had its page views increase by 16% last year and saw its number of unique visitors climb by about 32%. The site now features more than 700,000 user-generated golf course reviews from its community of golfers.

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