



Toscana Resort Castelfalfi

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CASTELFALFI GROWING AND CELEBRATING WITH THE LAUNCH OF THE NEW GOLF COUNTRY CLUBHOUSE

London, 7 October 2020 – Despite current challenges in the tourism industry, Toscana Resort Castelfalfi is thrilled to have moved forward positively with the launch of the new golf Country Clubhouse. From 2 – 4 October 2020, the resort hosted the Grand Opening and invited important local and international players, entrepreneurs, media and tour operators to stay at the resort and experience the award-winning golf course and new clubhouse.

“Golf is at the heart of our estate and the two courses are open to over 300 local members and guests for up to 10 months in the year” said Gerardo Solaro del Borgo, CEO of Toscana Resort Castelfalfi and president of the Club. *“Our vision goes well beyond the concept of a resort”*, added the president. *“Thanks to the work done together with the General Manager Isidoro Di Franco and the support of the Mayor of Montaione, Paolo Pomponi, we have created a real community, where a public institution and a private company work together on common objectives, a rare synergy in Italy. And much still remains to be done”*.

The launch event welcomed special guest Joe Miller, World Long Drive Champion 2010 and 2016, who impressed the audience with his long shots. The confirmation of full support in the coming years has come from Eugenio Giani, the newly elected president of the Tuscany Region, who visited Castelfalfi - the most important tourism project carried out in Tuscany in the last twenty years - especially on this occasion.

The recently inaugurated Clubhouse is the latest edition to the constantly expanding estate set on 2,700 acres of land just an hour far from Pisa and Florence. The resort is owned by the TUI Group, the world’s leading integrated tourism group, and the launch event was attended by various TUI Board members including Sebastian Ebel. Since the estate’s launch in 2007, the resort is committed to providing an authentic and luxurious Tuscan experience that promotes eco-sustainability and supports the local community through luxury hospitality and organic wine and olive oil production. Comprising luxury apartments, villas, and farmhouses to purchase and rent, Hotel Il Castelfalfi - TUI BLUE SELECTION, Hotel La Tabaccaia, the region’s largest championship golf course, a deluxe spa, restaurants, and bars, Toscana Resort Castelfalfi welcomes travellers to explore and relax in its beautiful natural setting.

The Golf Course:

The award-winning Golf Club Castelfalfi, is comprised of a scenic 27-hole layout split into two modern courses by renowned golf architects Preissmann and Moroder. The 18-hole Mountain Course is a more challenging option for experienced golfers while the 9-hole Lake Course is suitable for improvers and complete beginners who can take advantage of daily personalised lessons. *“From the old course, only the direction of some holes have been kept. We were able to use an area of 275 hectares, with a very rich and varied nature that we have redesigned with very few land movements”*, says Wilfried Moroder. The courses span 9,000 metres of green hillside and have been created sustainably to follow the natural morphology of the landscape. Additionally, the club carefully manages the development of renewable energy by



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recycling its water resources and carries the internationally recognised golf eco-label GEO Certified™. Last year, Castelfalfi received the recognition of Best Golf Resort in the World Luxury Hotel Awards 2019.

The new golf country clubhouse:

The new country clubhouse is set in one of the oldest abandoned farmhouses on the estate where wine was once made. Today it has been curated by the General Planning architecture studio and given new life combining local tradition with modern aspects using sustainable solutions to create an elegant and contemporary ambience. Constructed with recycled oak and reclaimed stone and marble, the golf country clubhouse is a stylish retreat that opens out to the surrounding fairways and estate grounds. The open kitchen serves salads with fresh vegetables from the organic garden and the chicken is free-range; guests can enjoy dishes such as Tuscan panzanella, spelled salad with avocado pesto, the fish tartare and homemade pasta. The menu also offers a breakfast designed especially for players, tasty lunch bites, and evening meals. A wide variety of 150 wines are served including a selection from the estate such as IGT Poggionero, a Merlot, Cabernet Sauvignon and Alicante blend: a special and limited edition of the 2017 vintage is dedicated to the new Clubhouse.

The Clubhouse has taken shape, not only as a new point of reference for club members and for those who play, but also as an informal stop for all guests to enjoy right in the centre of the estate where they are welcomed to relax, soak up the views, and enjoy fine organic cuisine.

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Toscana Resort Castelfalfi media area, for Clubhouse and Resort images:

<https://www.castelfalfi.com/it/registrazione/#>

Event photos here:

https://www.dropbox.com/sh/vm9fpopydyjcyao/AACL4pJoOfi-l31UH9px_PZka?dl=0

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