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Contact:

Aerial Courdin

Director of Communications

479-872-2222 | aerial@chamber.springdale.com

SPRINGDALE UNVEILS REGIONAL GOLF TOURISM WEBSITE

...NWAGolfTrail.com Offers One-Stop Booking

SPRINGDALE (April 5, 2017) – A new regional website created to grow Northwest Arkansas' golf tourism economy – **NWAGolfTrail.com** – was introduced today by the Springdale Advertising and Promotion Commission. The website provides golf travelers a single source to book tee times and hotel reservations.

Currently, **NWAGolfTrail.com** provides online booking at five regional golf courses and eight Springdale hotels. Golf courses currently showcased on the website are the Bella Vista Country Club, Big Sugar Golf Club, Eagle Crest Golf Club, Springdale Country Club and Stonebridge Meadows. Each provides visiting golfers with challenging layouts and exceptional player service.

Participating Springdale hotels represent more than 760 beautifully appointed rooms and include the Holiday Inn of Northwest Arkansas, Comfort Suites, DoubleTree by Hilton, Fairfield Inn & Suites, Hampton Inn & Suites, La Quinta Inn & Suites, Residence Inn by Marriott, and the Sleep Inn & Suites.

NWAGolfTrail.com guides golfers through a simple three-step process by which they identify their travel dates, reserve the hotel of their choice and book the tee times needed by their traveling party while here.

“Of the thousands of tourists visiting Northwest Arkansas each year, research shows many have an interest in adding a round of golf while they’re here,” said Roger Davis, Chairman of the Springdale Advertising and Promotion Commission. “We also know that Northwest Arkansas, being centrally located in the Midwest, is growing in popularity as a destination for golf groups seeking new and challenging courses.

“We’ve got great golf and outstanding lodging options to offer these sports tourists who have considerable disposable income,” added Davis. “We’re excited about providing these consumers with an easier way to visit and experience our part of the state.”

The NWA Golf Trail features scenic and challenging courses for all skill levels. Bella Vista Village offers some of the most beautiful and challenging courses in the state with six regulation 18-hole tracts and one executive nine-hole course. The par-72 Country Club course, once the site of the legendary Football Coaches Association Golf Tournament, is a classic design that winds along picturesque Sugar Creek.

Stonebridge Meadows, designed by Randy Heckenkemper, features five sets of tees that can stretch out to 7,150 yards. Eagle Crest Golf Club was designed by Tournament Players Champion Mark Hayes and features Zoysia fairways that offer spectacular views of the Arkansas River Valley below. Springdale Country Club, a 6,673-yard par 72 layout in the heart of Springdale, offers some of the best greens in the state. Big Sugar, also with Zoysia fairways, can play to 7,201 yards and is one of Northwest Arkansas' most scenic and challenging layouts.

Bella Vista Country Club, Stonebridge Meadows and Eagle Crest Golf Club all are also part of the statewide Natural State Golf Trail.

In addition to providing online booking of golf and lodging, the website also gives visitors easy access to local tourism professionals eager to assist with decisions about dining and popular regional attractions.

“With **NWAGolfTrail.com**, we can share our golf story directly with players across the country,” said Perry Webb, President of the Springdale Chamber of Commerce. “Golfers are constantly searching for new experiences, destinations and courses and we have a great product to offer.

“This is how golfers plan their trips now,” Webb explained. “We’re providing a welcome service that will benefit our local economy. As we promote **NWAGolfTrail.com** outside our region, it will be easy to quantify the impact this effort is having.”