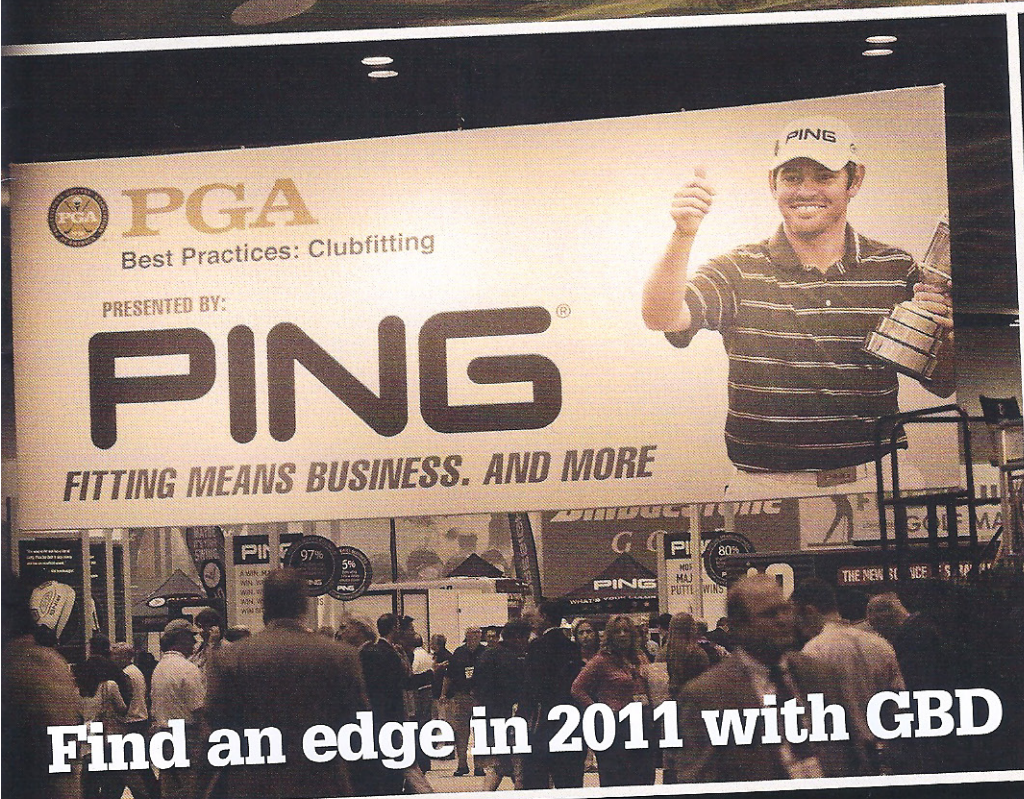


# GBD

GOLF BUSINESS DEVELOPMENT

*Joined-up thinking for the  
European golf business*

March/April 2011 Issue 10 £5.00  
[www.golfbusinessdevelopment.com](http://www.golfbusinessdevelopment.com)



**PGA**  
Best Practices: Clubfitting

PRESENTED BY:

**PING**

*FITTING MEANS BUSINESS. AND MORE*

**Find an edge in 2011 with GBD**

## **Orlando x 2**

Reports on PGA Show  
and GIS

## **Golf LIVE in top gear**

New players join  
Captain Monty

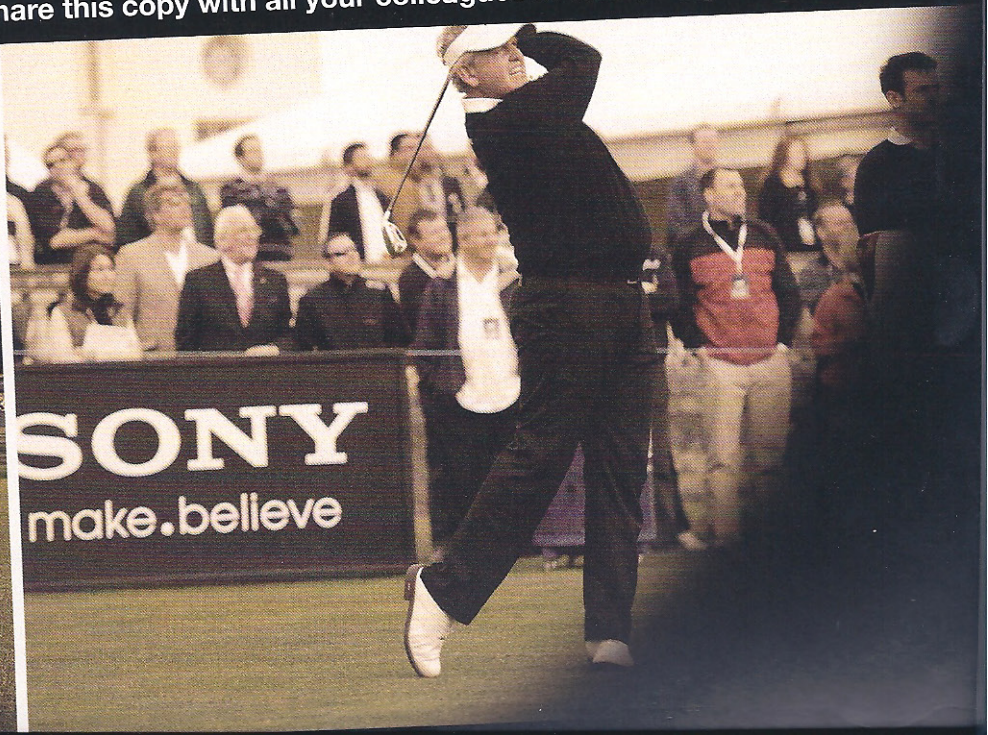
**Ransomes Jacobsen**  
expands into new territory

**Niall Flanagan**  
leads new recruitment  
venture

## **PLUS:**

Top writing from our  
golf trade insiders

Let GBD help your business to grow! Share this copy with all your colleagues in the management team







# Designs on Tuscany

Rainer Preissmann and Wilfried Moroder, two of the Continent's most experienced designers, have played their part in a major new golf resort for Tuscany.

**HISTORICALLY**, Tuscany is no stranger to golf course development and its rolling landscape has provided some ideal places for 18-hole tracks to flourish among the vineyards and olive trees.

One such golf course, however, designed by the late Pier Luigi Mancinelli, had become neglected and its local village Castelfalfi had struggled since the 1960s, with villagers moving away to look for better lives.

Enter TUI Hotels and Resorts in 2006, a German tour operator and hotelier, who purchased the village with ambitions to build a top class holiday destination.

TUI turned to designers Rainer Preissmann, of Deutsche Golf Holding Ltd in Essen, Germany, and Wilfried Moroder, of MPS Golf Design in Bolzano, Italy, and gave them the brief to help create a stunning 36 hole complex, within a 1,100 hectare holiday resort development.

Hailed as a 'holiday city', the Toscana Resort at Castelfalfi lies south of Pisa, tucked within the hills of Montaione in the heart of Tuscany. The venue is close to completion and will feature two 18-hole courses, a medieval Borgo (village on a hill), a castle, driving range, academy, and several hotels and housing areas, all built in the traditional style of the region.

The TUI choice for designers was no doubt a sensible one as Preissmann and Moroder share years of experience and strong reputations; Wilfried having his base in Italy will only have helped the process.

Both men are members of the European Institute of Golf Course Architects. Rainer has been responsible for the realisation, extension and remodelling of almost 50 golf courses since his first, Bochumer

GC, in 1982. Wilfried also boasts a comprehensive portfolio, with over 30 years in building construction and urban development.

The flagship course of the two at the Toscana Resort, The Mountain Course, was opened in August and has the potential to be prepared for national and international competitions. Both nine holes of this course start and end south of the clubhouse and have been designed in a way that golfers can take in the beautiful surrounding landscape on both the front and back nine.

Rainer Preissmann told GBD: "One of the most important aspects was that the whole project fits with the historic landscape of Tuscany."

"It was a great chance to design this course, because in the past the organisation of the old course was done from another situation and the plan now was to get the clubhouse in a position where it could oversee a number of the holes."

Asked if he was satisfied with his work and the end result, he added: "I'm absolutely happy with the course. It's a fantastic course."

Certainly the routing of the course through the Tuscan hills and its integration into the local landscape, the design and careful placement of the hazards together with an attractive variation of the length and the position and direction of each hole, provides an individual character which should prove very memorable for visiting golfers.

An example of this character may be seen on the 18th hole, which plays downhill to a half-island green. Players could be forgiven for momentarily forgetting about their prospective birdies here, as the village and castle loom impressively above. Brave golfers will also enjoy the par three ninth, which has a 40-metre height difference between tee and green.

The clubhouse stands in the centre of the 36-hole complex at the







**Pictured: The stunning situation in Tuscany is perfect for a golf resort of this size and shape**

foot of the village and the castle and offers a panoramic view over the lakes in the valley. This is a genuine centrepiece, as the greens of the four finishing holes of the two courses' front and back nines are located around it.

The second course, The Lake Course, will be more tourist-friendly. The back nine is still under construction, but the front nine is now seeded and ready to open in the summer.

This course loops through the gently rolling Tuscan hills southwest of the clubhouse and is very much integrated within that landscape.

A spokesman for the Toscana Resort said: "With respect to the beautiful landscape features, the existing golf course was re-designed and made more strategically challenging. Blind holes and steep inclines have been totally eliminated."

The north-facing driving range complex, built opposite the

clubhouse, has individual target greens and is situated in a valley with olive trees and woodland areas. Adjacent to the starting holes of the two courses are putting greens and also short-game practice areas.

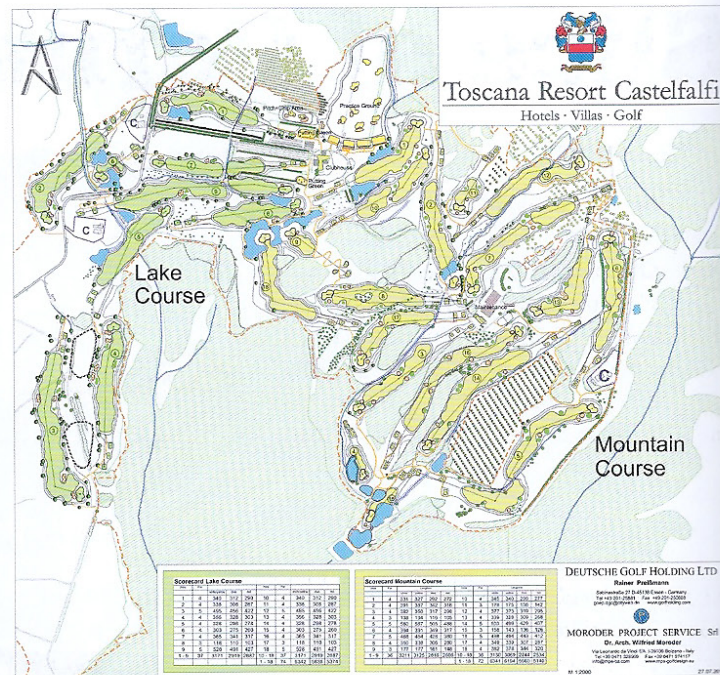
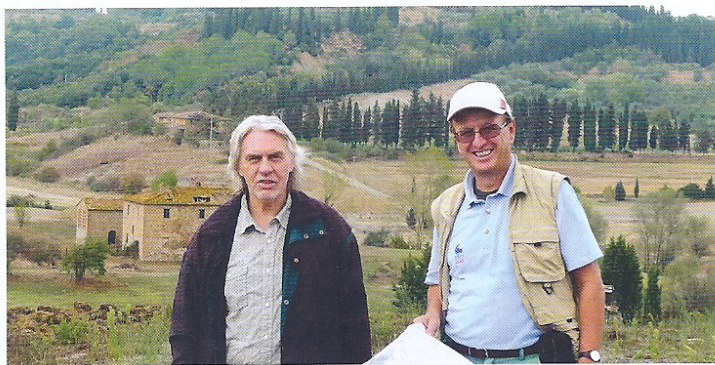
This is a seriously big project. At peak seasons the resort expects to accommodate up to 3,200 tourists a day and the majority of these are expected to travel from Germany.

But it is hoped that size has meant no compromise on quality. Developers believe the traditional character of the complex will create a unique charm for the visitor. The hotels and housing have been constructed in the rustic Tuscan style, while the village and castle date back to the Middle Ages. Plans are also afoot to renovate a number of

**Pictured: Hole 18 on the Mountain Course will be quite a challenge (far left). The individual characters of the holes are taking shape amid the gently rolling landscape in this part of Tuscany**







Top: Rainer Preissmann (left) with Wilfried Moroder at work. Above: The course taking shape, and a map of this innovative project

old farmhouses on the site which should no doubt add to the overall appeal of the place.

The finished creation will include spas, restaurants and boutiques, as well as the golf courses, and it is hoped the project will breathe life back into this rural community surrounding the resort.

The TUI team has succeeded at Castelfalfi where three other development projects had failed. Clearly, the situation was hugely attractive but TUI has had the foresight, know-how and resources to make this ambitious development work.

With the opening of the first golf course and near completion of the second course and other sections of the resort, developers and non-sceptical locals can breathe a collective sigh of relief that this venture is showing signs of succeeding.

Rainer Preissmann and Wilfried Moroder have clearly been the aces in the pack and they will no doubt derive great satisfaction in seeing these courses start to fill up with happy tourists in the time ahead.

If anyone out there needed another excuse to visit Tuscany, Castelfalfi's Toscana Resort has supplied a very good one. **GBD**

This picture taken in construction phase shows the attractive view down to the ninth green on the Mountain Course

