

TRAVEL AND HOSPITALITY

TCS drives interest from golfers with South American experience

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TCS World Travel plane

By STAFF REPORTS

TCS World Travel is swinging into South America for a 20-day private jet tour in partnership with Kalos Golf.

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The all-inclusive journey from Oct. 1-20, 2017 will stop off at 10 of the best courses in the Americas, including the Olympic golf course developed in Rio de Janeiro for the 2016 games. Surrounding rounds of golf will be a high service travel experience, as guests travel on a custom-fitted Boeing 757 with flatbed seats and stay in luxurious accommodations.

Seeing green

This tour will take consumers to Barbados, Peru, Chile, Argentina, Uruguay, Brazil and Costa Rica. Highlights include the Green Monkey Course, which designer Tom Fazio created out of a former limestone quarry, and Nicklaus Design's course at Chapelco Golf & Resort in Argentina within the foothills of the Andes.

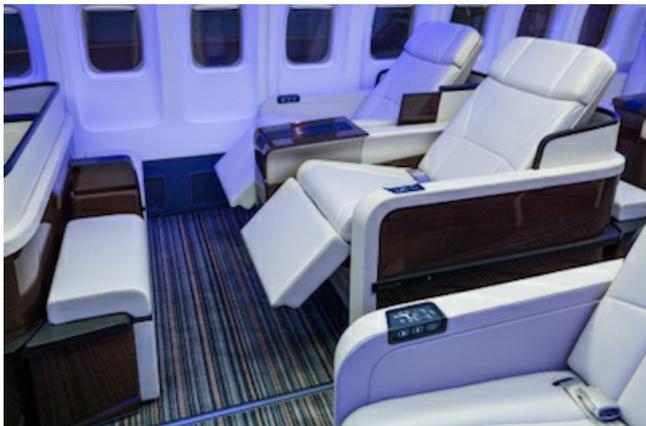


Chapelco Golf & Resort

With golf returning to the Olympic Games in 2016, a new course has been constructed in Brazil. Guests will be able to test their own abilities against olympians on this green.

Promising sightseeing, the tour will also offer participants the chance to take a privately chartered Hiram Bingham train to visit one of the Seven Wonders of the World Machu Picchu in Peru. The Incan ruins boast some of the best examples of the ancient civilization's architecture.

Priced at \$94,000 per person, the 2017 The Best of South America Golf Tour also includes ground transportation, dining, special events and activities and exclusive sightseeing opportunities.



TCS World Travel plane interior

"We are delighted to partner once again with Kalos Golf to create a new exclusive expedition for guests to play some of the best courses in the Americas," said TCS World Travel president Shelley Cline in a brand statement. "This tour combines a refined blend of sport, luxury and exploration with thought-provoking and engaging adventure in Central and South America's blossoming and relatively unexplored golf destinations."

Golf is frequently used as a draw for affluent travelers, with promises of exclusive playing opportunities becoming a differentiator for particular properties.

For instance, Waldorf Astoria Hotels & Resorts is targeting a high-value client with yet another program of exclusive experiences.

The hotel chain has partnered with Golf Digest magazine to launch Waldorf Astoria Golf Experiences that pairs rounds at some of the best golf courses in the world with equally luxurious hotels. Because golf is a high-income hobby, Waldorf can rest assured that news of the latest initiative will reach an interested and viable audience ([see story](#)).

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