

# Star Power

**For Wales and other European host countries, the Ryder Cup delivers an enormous economic benefit and a rare turn in the global sporting spotlight.**



**CENTERPIECE:** THE TWENTY TEN COURSE AT CELTIC MANOR WAS DESIGNED SPECIFICALLY TO HOST THE RYDER CUP.



When it began in Worcester, Mass., in 1927, the Ryder Cup was a biennial team golf competition that stressed goodwill in pitting the best U.S. professionals against those from Britain and Ireland. The Americans dominated for decades—until 1979, when everything changed.

That year the U.S. started facing all of Europe's best players. Almost instantly, the Ryder Cup became a hot ticket. Since then, the 15 Cups have been evenly split (including one draw). The atmosphere in October, at Celtic Manor in Newport, Wales, will be electric as the home team tries to wrestle the Cup back from the Americans. "The Ryder Cup on this Continent is probably not comparable with any other event," says Richard Hills, Ryder Cup director for the European PGA Tour. "It will unquestionably be the focus of sports fans around the world during that week."

The Cup has proved a financial boon to communities on both sides of the Atlantic, especially since Europe began selecting venues outside of England. Valderrama Golf Club in Spain was the first, in 1997, and the course at Celtic Manor was built specifically for this Ryder Cup. European Cups fall under the control of the British PGA, the European PGA Tour, and the Ryder Cup European Development Trust. The European PGA Tour serves as managing partner.

Future European hosts are taking note of hard economic data, as well as the benefits that come with a rare turn in the international sporting spotlight. High-end forecasts suggest this year's Cup could have a total economic impact on the Welsh economy of \$149.7 million,

according to Sports Marketing Surveys. The last European-hosted Cup, held in Ireland in the sunnier economic days of 2006, had an impact of \$177.8 million. The Welsh Ryder Cup will follow Ireland's model of offering single-day tickets rather than a single package, which helped Ireland draw 260,000 spectators, a 77% increase over the 2002 event in Birmingham, England.

This year's organizers are hoping golf fans will spend generously and that Wales will see a sustained spike in tourism. "The number of overseas visitors and expenditure generated through

golf tourism is at its highest point since we began tracking it in 2002," says Alun Ffred Jones, the Welsh heritage minister, citing an 11% bump in golf visitors to Wales from 2008 to '09.

Wales wants to make the most of its star turn. With the help of a \$6.2 million government grant, the host town of Newport is sprucing up its riverfront, including the refurbishing of a transporter bridge—one of only eight in the world—across the River Usk. In nearby Abergavenny, the Ryder Cup Travel Service is handling business for the Angel Hotel. "At first, many of us didn't realize the magnitude of the Ryder Cup in terms of viewers and spectators," proprietor William Griffiths says, "but Visit Wales [the tourist board] has worked very hard to improve the tourism infrastructure across the country."

In other words, Mr. Griffiths and others in Wales are fast learners.

—Mike Corcoran

**"The Ryder Cup will unquestionably be the focus of sports fans around the world," Hills says.**

A world you can't predict  
demands a car you can trust.



## The 2011 Mercedes-Benz E-Class.

It is the embodiment of everything we are and everything we know – the 2011 E-Class Sedan. Active Blind Spot Assist not only detects and alerts you if a vehicle is in your blind spot, it will also apply targeted braking, guiding you away from the other vehicle. In addition, DISTRONIC PLUS can detect a stopped vehicle in front of you, and will even apply the brakes itself if necessary. It is simply the most advanced automobile we have ever created. [MBUSA.com/E-Class](http://MBUSA.com/E-Class)



Mercedes-Benz  
The best or nothing.

# Royal Bloodlines

Golf legend and two-time Ryder Cup captain Arnold Palmer never had any sons play the sport, but The King has an apt pupil in grandson Sam Saunders.



**ALL IN THE FAMILY:** WHETHER AT AGE SIX OR AGE 23 (BELOW), SAUNDERS HAD PALMER AS A MENTOR.

Aspiring Ryder Cup participants lean in when Arnold Palmer describes how he won more matches than any other American in Cup history. With evident affection, many call him Mr. Palmer. But only one Tour professional has ever climbed into Palmer's lap and called him "Gumpy."

"I still call him that," says Sam Saunders, one of Palmer's six grandchildren and a PGA Tour rookie. Saunders's sister Emily coined the nickname as a kid by mispronouncing "grumpy." Now all of Palmer's grandchildren use it.

Fans call Palmer "The King." And Saunders is the only pro getting intensive coaching from such royalty. Palmer, 81, has many interests, but working with his grandchildren is a joyful priority.

Palmer and his late wife, Winnie, had two daughters, Peg Wears and Amy Saunders. Neither took to golf, so Palmer focused on his grandsons: Sam Saunders, 23, and 15-year-old Will Wears, a stand-out on his grandfather's old high school team in Latrobe, Pa. "My pap was the only coach I ever had," says Palmer, whose late father, Deacon, also was a PGA member. "I still remember him showing me the proper grip when I was five and saying, 'Never change it. Never.' That's what I've done with these boys."



Saunders admits Palmer was an intimidating mentor at first, but their sessions have grown in frequency and warmth over the years. Palmer says Saunders has "all the tools" but needs to hone his concentration. "He needs to understand a birdie on the first hole is just as essential as a birdie on the 18th," Palmer says.

Yet Saunders, who's won \$95,226 on the Tour this season, already has shown a Palmerian flair for the dramatic. In March at The Honda Classic, he slashed a driver for his second shot on the 604-yard, par-5 finishing hole. It wasn't the "safe play," the broadcasters moaned. Saunders read the situation differently. "My mindset was that eagle was my only choice," he recalls. "A top-10 finish would have given me a bunch of exemptions."

Saunders unleashed a daring shot that landed in a bunker, and he eventually bogeyed the hole to tie for 17th. He earned \$68,444, but had he parred, his earnings would have been \$109,760—big money for a kid who was studying sociology at Clemson two years ago.

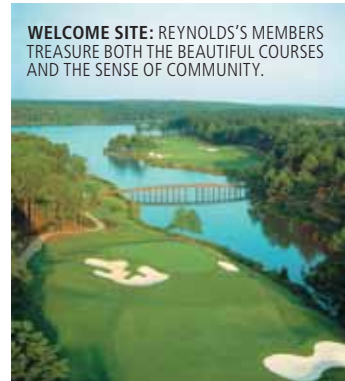
What did his wise old coach think? "I was thrilled," Palmer says. "It was the first critical decision of his golf life, and he made the right call. It was less important to me that it didn't work out than he had the will to do it in the first place." And when Gumpy speaks, of course Saunders listens. —Chris Rodell

## A Golfer's Oasis

Golf enthusiasts have long regarded Reynolds Plantation, near Atlanta, as an unparalleled destination. Its six courses bear the stamp of the most accomplished architects of our time. But if you ask any of the 3,000 members to name their favorite attribute of Reynolds Plantation, the answer invariably is "the people."

"What sets us apart," says Rabun Neal, president of Reynolds Plantation, "is the members and the sense of community they provide." More than 30 member groups at Reynolds are completely open, and new members are readily accepted—which becomes obvious when you attend one of the regular Reynolds trivia nights, involving 600 players. "What's most impressive is the way the membership gives back to the community," Neal adds. "The local Habitat for Humanity was started by our members, and they're the force behind the Greensboro Dreamers program, where two of our members adopted a group of kids in kindergarten and have seen them through to high school, offering after-school programs and travel opportunities."

Reynolds members also raise more than \$100,000 annually for cancer research and awareness with a breast cancer walk. The message is clear: The golf at Reynolds Plantation is outstanding. The people are even better.



**WELCOME SITE:** REYNOLDS'S MEMBERS TREASURE BOTH THE BEAUTIFUL COURSES AND THE SENSE OF COMMUNITY.

GET BACK TO THE SIMPLE THINGS  
IN A PLACE THAT'S SIMPLY SPECTACULAR.



OUR BEST MEMORIES ARE MADE IN THE MOMENTS WHEN WE SLOW DOWN. DO THE THINGS WE LOVE, WITH THE PEOPLE WE LOVE. IT'S ALL A MATTER OF FINDING THE TIME.

AT REYNOLDS PLANTATION, TIME SEEMS TO HAVE A WAY OF FINDING YOU. WE'RE A SECLUDED RETREAT OF GRACEFUL RESIDENCES AND SPACIOUS COTTAGES. SIX EXCEPTIONAL GOLF COURSES, A 19,000-ACRE FRESHWATER LAKE, AND COUNTLESS MEMBER ACTIVITIES. BUT IT'S EVEN MORE THAN THAT - IT'S A COLLECTION OF MOMENTS.

WHERE GRANDSONS REEL IN THEIR FIRST CATCH, AN AFTERNOON OF BOATING BRINGS A FAMILY TOGETHER AND KIDS STILL CHASE FIREFLIES AND COUNT STARS. WHERE COUPLES CELEBRATE THOSE SPECIAL MILESTONES AND FRIENDS REUNITE OVER CAMPFIRES AND COOKOUTS, REYNOLDS PLANTATION HAS BEEN THE BACKDROP FOR MOMENTS LIKE THESE FOR OVER TWENTY YEARS. MAKE THIS THE YEAR YOU BEGIN MEASURING YOUR LIFE IN MOMENTS.

GOLF AT ITS FINEST.  
LIFE AT ITS FULLEST.

WE INVITE YOU TO EXPERIENCE THE AWARD-WINNING REYNOLDS PLANTATION LIFESTYLE, JUST OVER AN HOUR FROM ATLANTA AND AUGUSTA. CALL TODAY AND ASK ABOUT OUR REAL ESTATE DISCOVERY PACKAGE. [REYNOLDSPLANTATION.COM](http://REYNOLDSPLANTATION.COM) • 888.298.3117

