

## The Return of Tiger Woods to Mission Hills Gains the Most Popular Acclaim in China

Written by Australian Business

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HAINAN, China, Oct. 27, 2013 /PRNewswire/ -- On October 28, international golfing superstars Tiger Woods and Rory McIlroy will play a high-profile exhibition match at Mission Hills Haikou. Though this is Tiger's third visit to Mission Hills, the match has again become a phenomenal hit in China, while a ticket is hard to get, demonstrating Tiger's influence still remains unparalleled.

Tiger Woods has visited Mission Hills on two occasions. Back in 2001, when Tiger Woods was the unchallenged leader, he was invited to Mission Hills by Mission Hills' late founder, Dr. David Chu

It was his inaugural visit to Mission Hills, and he left an indelible impression in the hearts and minds of all Chinese fans. The trip was organized shortly after the 9/11 attack in New York

, and was Wood's first appearance in China

. The match attracted a large number of international media to Mission Hills and it also catalysed the growth of fan base and popularity of the game of golf.

Tiger Woods' second trip to Mission Hills was a decade later in 2011. He came to Mission Hills to promote golf educational activities and to demonstrate golf for the public. This event once again attracted huge crowds of spectators, and also opened a new chapter in Tiger Woods' life.

This will be Tiger Woods' third trip to Mission Hills and also his debut at Mission Hills Haikou. He has regained his world number one ranking early this year and once again was named PGA Tour Player of the Year in September.

"The Match at Mission Hills is geared to be a great contest with the great setting in Haikou, and I'm excited about playing there for the first time. I've heard a lot of good things about Blackstone, so it looks like a great location for the re-match with Rory, whom I know has played there before in the World Cup. I've played at Mission Hills on the mainland, but this will be my first time playing at their Haikou's resort and I'm looking forward to visiting

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Hainan Island  
for the first time," Tiger said.

"I'm hoping to win this time. I've had a really good year on the PGA Tour, so it would be nice to earn another trophy in China," Woods continued.

### About Mission Hills Group

Mission Hills Group ( [www.missionhillschina.com](http://www.missionhillschina.com) ), owner and operator of Mission Hills in the heart of the Pearl River Delta and the tropical island of Hainan, is the pioneer in China's fledgling hospitality, sports and leisure industry.

Founded in 1992, Mission Hills is recognized as the leading golf brand in the world and synonymous with high-end, luxurious and exquisitely-designed residences. Mission Hills has been the major driving force behind the sports and leisure industry in China. Its three world-class integrated leisure and wellness resort destinations have hosted more than 100 international tournaments. Mission Hills has also been accredited the "World's Largest Golf Club" by the Guinness World Records.

Mission Hills' properties sprawl over 40 sq.km. They include 22 championship courses designed by renowned players and architects from five continents, five-star resorts, award-winning spas and volcanic mineral springs, an international convention center, golf academies and Asia's largest tennis facility. Mission Hills is also the official training headquarters of China's Tennis and Golf Associations.

The Group's "golf and more" leisure philosophy has catalyzed its tourism-related business expansion. Mission Hills Centreville and Mission Hills Lan Kwai Fong Haikou are family-friendly metropolitan leisure complexes and low-carbon town centers. Hubs for business, leisure, wellness and entertainment, their highlights include 1,000-plus international anchor brands featuring the latest fashion labels, finest jewelry and watches; trendiest restaurants, cafes and bars; state-of-the-art multiplex cinemas; ice skating rinks; bowling alleys; world-renowned auto showrooms; and many other exciting offerings. A total of six hotels are showcased in these

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developments, among them are the Marriott International's Ritz-Carlton and Renaissance hotel brands, and Hilton International.

Today, Mission Hills Group has achieved many milestones and become the preeminent conglomerate in the sports, tourism, leisure and entertainment industry. The next breakthrough in the Group's evolution will occur as it brings its tried and true branding and golf management services to Beijing, Shanghai, Xian, Yunnan, Chongqing and other destinations.

SOURCE Mission Hills China

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