

# hitting the sweet spot

*Trump National Doral commits to junior golf programming.*



Blue Monster Course



MIAMI, FLORIDA: Trump National Doral offers an array of junior golf camps and schools providing instruction for the beginner to elite player. “We are able to tap into the expertise from some of the world’s best instructors at the Jim McLean Golf School,” said Cory Head, head golf professional at Trump National Doral. “The programming is golf centric but we realize kids want to have fun. Between sessions focusing on swing mechanics, conditioning, and nutrition, we have quality pool and leisure time in the new kids-only clubhouse.

“As a PGA golf professional, I feel a fiduciary responsibility to support the sport and industry that I love. Research shows local grass roots programs are effective in simulating junior interest. I think our marriage of golf and non-golf activities hits the sweet spot today’s youth are

looking for. The flexible and adaptable junior golf camps are paying dividends. Participation has been steadily growing 10 to 15 percent per year.”

## *THE BOTTOM LINE*

Trump National Doral’s \$250 million transformation is complete. Every blade of grass on its four golf courses (including the famed Blue Monster) is brand new. Even its practice facilities are out of the ordinary with 14,500 LED lights mounted on 134 custom fixtures to maximize brightness and energy efficiency for nighttime play.

The resort’s 643 guest rooms and suites, clubhouse, lobby, restaurants, the 48,000 square-foot spa, and six all-new ballrooms were stripped down to the steel studs and completely restored. The new Royal Palm Pool is divided into family-friendly and adults-only zones. Kids will love the 125-foot water slide, while adults will relish the private poolside cabanas.

“Trump National Doral is meticulously maintained and its junior program is the largest I’ve ever seen,” praised Jim McLean. “Its robust participation is a healthy sign for the game. I am impressed with their desire to get better. In a switch, kids are introducing parents to the sport.” ■

*For more information on golf packages, clinics and kids play-for-free program, visit [TrumpNationalDoral.com](http://TrumpNationalDoral.com), or phone (800) 713-6725. Connect via [Facebook.com/TrumpDoral](https://www.facebook.com/TrumpDoral) or [Instagram@TrumpDoral](https://www.instagram.com/TrumpDoral).*