



The Dunes beachfront clubhouse.



Robert Trent Jones at his finest.

The Dunes Golf & Beach Club

Where the Only Thing It Overlooks Is the Ocean

Its Robert Trent Jones design has consistently been recognized as a "Top-100" course in every major ranking.

MYRTLE BEACH, SOUTH CAROLINA: More than 18 million visitors visited the grand strand last year. With close to 100 golf facilities to choose from, the region has rightly earned the nickname, "The Golf Capital of the World."

For the third year in a row, the Dunes Golf & Beach Club will host some of the best players in the world during the ONEflight Myrtle Beach Classic.

"This PGA TOUR event has been incredible for the entire Myrtle Beach area," praised Dennis Nicholl, PGA director of golf. "It supports tourism, it's good for our club's brand, and draws thousands of spectators each year to watch the pros play. The Dunes Club members have been gracious enough to give up their course during two weeks of peak season golf, so the club is doing everything possible to reward those members with benefits such as private member-only events, exclusive viewing platforms, and reduced pricing on the Monday Pro Am."

MEMBERS FIRST MENTALITY

Although the Dunes Club is private, there is a rich history of allowing a limited number of guests from around the world to enjoy the oceanfront design.

"The Dunes Club historically ranked as a top club in the Southeast for the amount of guest revenues funding the operational budget, but also has offered a dues structure well below industry averages for a club with world-class amenities," continued Nicholl.

"However, with a booming golf industry, the club hosting major golf events, and recently investing over \$12 million in club renovations and a new Beach Club,



Preparations for the ONEflight Myrtle Beach Classic.

RECENT CELEBRITIES who competed in the **ONEflight Myrtle Beach Classic** Pro-Am included Kevin Costner and Kirk Russell. Jones' routing offers long, runway-style teeing areas (some tees stretching 60-70 yards from back to front); well-defined fairways lined with pines and mossy live oaks; gaping bunkers; and huge, often elevated putting surfaces. It's a case study of his oft-stated philosophy, "hard par, easy bogey."

there has been a strain on the tee sheets with increased member play and the historically consistent guest play. The Board of Directors are working hard to establish new policies, implement necessary yet reasonable dues increases, all in an effort to allow the club to further reduce outside guest play. Guest tee times will be restricted to select days and times which continues to allow this fantastic Robert Trent Jones design to be properly experienced by both members and guests." ■

For more information, please visit TheDunesClub.com.