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LADIES EUROPEAN TOUR

POST EVENT REPORT

Tournament Details

Title:	Open de Espana Femenino
Venue:	Flamingos Golf Club
Dates:	16 th to 19 th September 2010
Pro-Am:	Wednesday 15 th September 2010
Promoter:	Deporte and Business
Tournament Director:	Andy Lott

Introduction

The Open de España Femenino was a very successful tournament. The event was extremely well organised and the players were looked after and were made to feel very welcome.

The tournament was won by Laura Davies from England with a score of 202 with rounds of 65, 66 and 71, closely followed by Christina Kim from the USA, Rebecca Hudson from England and Frances Bondad from Australia in joint second place with a score of 204.

Event Review

This year's event featured a strong field of competitors including leading Spanish and LPGA players including Laura Davies who went on to attain her 76th title on Sunday evening. Her participation attracted a number of British fans even though the inclement weather had a detrimental effect on the number of spectators through the week. As expected the media coverage was extensive due to Laura's victory and this in itself made the event reasonably successful.

The layout of the course was challenging with too many blind shots to greens because players had to hit their shots up steep slopes. It required a buggy transfer from Hole 5 to 6 and there are more long walks from greens to tees. It is also very demanding just to walk this course once, let alone six times if you include four rounds, a pro-am and a practise round. It is a resort course where the use of a buggy is paramount.

The guidelines given to the green keeper from the Spanish Federation, the agronomist on site and the Ladies European Tour for the preparation of the course were not carried out. From first inspection of the course a week prior to the start of the tournament,

comments were passed to the green keeper about the softness of the greens and requested that irrigation should cease, this was agreed yet this did not happen and further requests from the LET Tournament Director and Diego the Federation agronomist were also ignored. The effect being that the greens showed every footprint and putting became a lottery in the afternoons when 120 players had passed through. The fairways were also too soft with the balls picking up mud even prior to the storms which passed through the course. This shows a lack of pride by the greens staff resulting in the general poor condition of the course with a lot of areas lacking proper maintenance. The excuse was always given that the rain experienced that week was the reason for the softness of the course but had the course been properly prepared the greens and fairways would have been in a better condition to receive the rain. The response is always to throw more water at the course because it is hot and therefore the roots never have to search for water below the surface and you have a weak surface with thatch below. This might be fine for the resort players but not for a major professional event.

The range is too far away and players have to allow 10 minutes each way to get to and from the range and also shuttles have to be arranged and manned from dawn to dusk which ties up manpower which could be used elsewhere.

The LET office although small was adjacent to the Deporte and Business organisational office and this worked very well as we were able to communicate quickly and efficiently to the management of the event. Equipment was in place and staff were on hand to sort out any problems that occurred with copiers, fax or internet. We did experience problems with internet connections during the week which makes the administration of the event difficult at times.

It is a pleasure to work with Iñigo and Alicia who fully support the players and staff of the Ladies European Tour in all the hard decisions that had to be made. Their team from Deporte and Business must also be thanked for their endeavours, long hours and dedication with on course issues being dealt with promptly and efficiently. Special thanks must go to Alicia and her staff who handled the accommodation, transfers and shuttles for the players, caddies and guests so efficiently, sometimes above and beyond expectations. The team were again very co-operative and a delight to work with.

The alternative hotel was very much appreciated by the majority of players as it was nearby and affordable.

The one down side was the scoring system and this should be working correctly from the first match to the last. Scores were not coming in from the course at times and this affected live scoring, main scoreboard, leaderboards and television. This did improve but again we must emphasise how important this function is.

The majority of player services were set up and ran smoothly with a good player's lounge, bag store, locker rooms with physiotherapist treatment room. The set up for the players catering was not in the player's lounge but in the Terrace Restaurant and this initially worked well until it was decided to put it in the Player's Lounge after a function in the hotel. This was not set up early enough and a decision was not made to return to the Terrace Restaurant until it been agreed with the owner which caused some confusion and disruption to the Players. I would add that the standard of food was very

good and enjoyed by the players. The service generally was quite slow and any decision had to be referred back to the owner which took some time.

Media Review

This was a fantastic tournament and all credit to Miguel Angel Caderot for his professionalism and for delivering a top quality media operation. A press conference with Christina Kim, Laura Davies and Azahara Muñoz was scheduled for Wednesday at 6pm after the Pro Am and an invitation was sent to media before this had been arranged with the players. Next time it would be advisable to confirm the availability of players before alerting the media to ensure smooth relations with those concerned.

The Media centre was a great facility in a large 'Toscana' room on level -2 inside the Hotel Villa Padierna. All internet access, copying facilities and IT support was provided.

Players were interviewed for television and website/print outside the recording area in front of a branded backdrop.

There was a large projector screen displaying LET live scoring at the front of the media centre. Live scoring was awful on the first day with many incorrect scores and only updated after every three holes, making it difficult for television producer Mark Fulton to direct camera crews on the course. However, this improved over the weekend with more accurate scoring and hole by hole updates. The leader board was located just outside which was convenient for all to check scores on.

Media were given complimentary lunch in the restaurant of the Hotel Villa Padierna, which was excellent. There were also hot and cold drinks and biscuits on hand in the media centre throughout the week.

In future, to attract more international media attendance, consider organising a press trip in cooperation with the tourism board. Matt Cooper from Golf365 was accommodated at the Hotel Villa Padierna with the assistance of Deporte & Business and this worked well.

TV Review

The Open de Espana Femenino was a one-hour nightly highlight with news feeds every night. We also created highlights to be distributed on the Tuesday after the event plus a seven-minute edit for Eurosport. The programmes contained various features and interviews. There were features with Melissa Reid and The Solheim Cup bid for Spain in 2015. We also did vignettes around the hotel and golf club and the players welcome party. Because of the cancellation of round two, highlights of round one were broadcast in its place.

The room where we were based was a perfect size with good Internet access. Buggies did cause us a few issues breaking down and not being enough of them on the first few days but this was rectified. The main issue again was the scoring. I think the central scoring area worked very well in general however there were several scoring discrepancies that did have implications to the overall leader board over the first few days. In 2011 much more care needs to be taken by the scorers on the course they must make sure that the right score goes with the right player. Because the scoring is

not done through the LET website I think that it is crucial that there is more capacity for more hits on the official website.

TV Distribution

Attached is the TV Distribution list showing the broadcasters, viewer-ship and coverage which the event received.

Summary

The Open de Espana Femenino was a great success despite the disappointing weather and having to cancel Friday's round, but luckily it improved for the weekend.

We had a very strong field of competitors including Christina Kim from the LPGA and Laura Davies who went on to win her 76th title.

The Hotel lived up to its reputation as a first class resort and we would like to thank the owner for inviting us to use their facilities. The players who stayed at the hotel were impressed and greatly appreciative of the reduced rates offered to them. However the course did not match the same standard set by the hotel and is not suitable as a tournament venue for a Ladies European Tour event.

The Ladies European Tour really appreciates the hard work and efforts by the team from Deporte and Business for organising such a magnificent event and we look forward to working with you again next year.

International Tournament Press Coverage:

<http://www.golf360online.com/news/2010/sep/15/top-lpga-rookie-munoz-returns-home-spanish-open/former-purdue-golfer-hernandez-takes-lead-at-spanish-open>
<http://www.golfblogger.co.uk/post/mara-hernandez-leads-womens-spanish-open-golf-championship-at-flamingos-golf-in-benahavis-b2c>
[walshe hot on leaders' heels](#)
[former purdue golfer hernandez takes lead at spanish open](#)
[open de espana femenino r1](#)
[becky relishing spanish defence](#)
[trio set for open de espana battle](#)
[blandet start for danske piger](#)
[stark svensk start i stjärnspäckat fält](#)
[fyra svenskor topp-10](#)
[männer zittern, masson überzeugt](#)
[conjura generalizada para ganar el open de españa femenino más competido de la historia](#)
[conjura generalizada para ganar el open de españa femenino más competido de la historia](#)
[arranca en flamingos el open de españa más competido](#)
[hernández leads on costa del sol](#)
[maría hernández acepta el reto en el open de españa](#)
[valores](#)
[golf \(f\).- maría hernández deslumbra en el inicio del open de españa con siete bajo par](#)
[koch har tidig tåtkänning](#)
[koch har tidig tåtkänning - tt sport - laholmstidning.se](#)
[maría hernández deslumbra en el inicio del open de españa con siete bajo par](#)
[escada copatrocinador del open de españa femenino](#)
[el mejor golf, esta semana en málaqa](#)
[arranca en flamingos el open de españa más competido](#)
[km juul kæmper for værdifuldt cut](#)
[dewi claire schreefel opent met -1 op spaans open golfkampioenschap](#)
[simon, pace in the hunt in spain](#)
[thunderstorms force postponement](#)
[rookie diary: rain, rain, go away](#)
[thunderstorms force postponement](#)
[thunderstorms force postponement](#)
[friday wiped out at open de españa](#)
[la lluvia impide jugar la 2ª jornada del open femenino](#)
[la tormenta retrasa el asalto al liderato de cabanillas y muñoz](#)
[una tormenta con aparato eléctrico suspende el open de españa](#)
[costa del torden](#)
[van leeuwen mist cut in spanje](#)
[monke und masson in den top 15](#)
[koch jagar davies](#)
[thorbjørn helt fremme igen](#)
[la inglesa laura davies, líder del open de españa con 11 bajo par](#)
[davies storms into lead](#)
[la inglesa laura davies, líder del open de españa con 11 bajo par](#)
[koch jagar davies](#)
[davies storms into lead](#)
[malene jørgensen melder sig ind i topkampen](#)
<http://www.golfblogger.co.uk/>
<http://www.golfblogger.co.uk/post/uk-ladies-golf-legend-laura-davies-wins-ladies-european-tour-let-open-de-espa-femenino-917>
[davies wins spanish women's open for 76th victory](#)
[the morning briefing ...](#)
[davies wins spanish open](#)
[davies claims 76th career title](#)
[in-form laura davies triumphs in open de espana](#)
[laura davies wins the spanish women's open](#)
[davies wins, bondad second in spain](#)
[davies wins spanish women's open](#)
[davies wins spanish women's open for 76th victory](#)
[laura davies gets 76th career win](#)
[davies wins spanish open](#)
[laura davies storms to career title 76](#)
[laura davies takes 76th title of her career](#)
[davies wins 76th career women's golf tourney](#)
[veteran golfer laura davies wins again](#)
[davies holds nerve to win open de espana](#)
[davies holds nerve to claim victory](#)
[where's the love for laura davies?](#)
[sophie walker finishes equal 22nd in the ladies spanish open](#)
[davies climbs eight spots in world rankings](#)
[davies' spanish open win 76th victory](#)
[results](#)
[davies wins spanish open](#)

[davies up eight spots on women's world golf rankings](#)
[davies wins spanish women's open for 76th victory](#)
[on other tours: davies wins on let](#)
[davies triumphs and breaks own record](#)
[laura davies celebrates 76th career victory in spain](#)
[milestone win for davies at spanish open](#)
[davies tops money list after victory in spain](#)
[laura davies wins spanish women's open for 76th worldwide victory](#)
[mardy fish clinches u.s. davis cup victory against colombia](#)
[laura davies victorious again](#)
[davies wins 76th career women's golf tourney](#)
[davies wins 76th career title at spanish open](#)
[laura davies wins spanish women's open for 75th worldwide victory](#)
[britain's laura davies celebrates 76th career victory in spain](#)
[it's laura again - for the 76th time!](#)
[sports digest: laura davies gets 76th golf win as christina kim ties for second](#)
[laura davies celebra en la costa del sol sus 76 títulos – dobleboquey.es](#)
[http://www.euroweeklynnews.com](#)
[davies wins spanish women's open](#)
[davies wins spanish women's open for 76th victory](#)
[sports briefing - golf - spaniard wins - mcdowell looks sharp](#)
[golf: davies wins spanish women's open for 76th victory](#)
[spaniard wins; mcdowell looks sharp](#)
[davies fortsätter skriva historia](#)
[lunken finale på costa del sol](#)
[matt coaper in spain](#)
[la inglesa laura davies, líder del open de españa con 11 bajo par](#)
[laura davies wins again davies repite éxito tras un cuarto de siglo](#)
[davies engrandece su leyenda](#)
[triunfo para laura davies en el open de españa](#)
[la costa del sol quiere la solheim cup para el año 2015](#)
[davies vandt karrieresejr nr. 76](#)
[exhibición de davies que distancia a cabanillas y muñoz](#)
[título para la inglesa laura davies y quinto puesto para la navarra hernández](#)
[let: laura davies seule aux commandes](#)
[la veterana laura davies ya lidera el open de españa en flamingos golf](#)
[davies wins spanish women's open for 76th victory](#)
[laura davies vant igjen](#)
[shin, davies making winning music overseas](#)