
From: [REDACTED]
Sent: Thursday, August 7, 2025 12:57 PM
To: [REDACTED]
Subject: [REDACTED]: PIF and Golf Saudi Provide a First Look at the Future of Golf in Saudi Arabia

Hi [REDACTED] - hope you are well.

Wanted to gauge your interest in a story for the [REDACTED] section of the site.

Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) just unveiled "PIF Future Fairways" – a new, globally travelling showcase that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Embedding more details below. If there is anything else you need that would be helpful to facilitate content - don't hesitate to ask.

In addition - I just got a copy of the trailer for a documentary that is being put together on the 3 new courses: [PIF Future Fairways: A New Era of Golf](#)

Should you determine this isn't a fit, any rationale/feedback you can share would be incredibly valuable for us - especially as we bring other ideas forward in the future.

Appreciate the consideration,

[REDACTED]

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PIF AND GOLF SAUDI LAUNCH “PIF FUTURE FAIRWAYS”, BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

WHAT:

- PIF and Golf Saudi announced the launch of “PIF Future Fairways”, a pioneering platform utilizing advanced 3D mapping to unveil three flagship golf courses in Saudi Arabia, part of a next-generation golf ecosystem.
- A pioneering platform blending immersive technology with visionary urban development, “PIF Future Fairways” brings the future of golf to life, a showcase of the innovation reimagining the future of the game and growth of the golf ecosystem in Saudi Arabia. This kicks off with this weekend’s [PIF London Championship](#), which features the best women’s golfers and an elevated prize fund of \$2 million.
- The visionary courses will be located in the Red Sea (**Shura Links** – Shura Island and **Laheq Golf Course** – Red Sea Coast) and NEOM (**Trojena Northern Golf Course** – NEOM Highlands), and are part of PIF’s giga-projects, designed to position Saudi Arabia as a world-class golf destination.
- Saudi Arabia is slated to more than triple the number of golf courses by 2030 and through their partnership, PIF and Golf Saudi are shaping golf’s next era in the country with ‘PIF Future Fairways’, a preview of the iconic courses of tomorrow redefining how golf is imagined, experienced and shared.
- “PIF Future Fairways” will be available to golf fans and enthusiasts at all PIF Global Series tournaments for 2025 and into the 2026 international season:
 - PIF Championship: Centurion Club, London (August 8-10, 2025)
 - Aramco Houston Championship: Golfcrest Country Club, Houston (September 5-7, 2025)
 - Aramco Shenzhen Championship: Mission Hills, Shenzhen, China (November 6-8, 2025)

ASSETS:

- Course factsheets (information [here](#))
- Course renders (library [here](#))
- Golf Saudi ambassador bios:
 - [Carlota Ciganda](#)
 - [Marianne Skarpnord](#)

###



Associate Vice President



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From: [REDACTED]
Sent: Thursday, August 7, 2025 3:11 PM
To: [REDACTED]
Subject: [REDACTED]: PIF and Golf Saudi Provide a First Look at the Future of Golf in Saudi Arabia

Hi [REDACTED] - hope you are well.

Wanted to gauge your interest in a story for the [REDACTED] section of the site.

Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) just unveiled "PIF Future Fairways" – a new, globally travelling showcase that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Embedding more details below. If there is anything else you need that would be helpful to facilitate content - don't hesitate to ask.

In addition - I just got a copy of the trailer for a documentary that is being put together on the 3 new courses: [PIF Future Fairways: A New Era of Golf](#)

Should you determine this isn't a fit, any rationale/feedback you can share would be incredibly valuable for us - especially as we bring other ideas forward in the future.

Appreciate the consideration,

[REDACTED]

+++

PIF AND GOLF SAUDI LAUNCH “PIF FUTURE FAIRWAYS”, BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

WHAT:

- PIF and Golf Saudi announced the launch of “PIF Future Fairways”, a pioneering platform utilizing advanced 3D mapping to unveil three flagship golf courses in Saudi Arabia, part of a next-generation golf ecosystem.
- A pioneering platform blending immersive technology with visionary urban development, “PIF Future Fairways” brings the future of golf to life, a showcase of the innovation reimagining the future of the game and growth of the golf ecosystem in Saudi Arabia. This kicks off with this weekend’s [PIF London Championship](#), which features the best women’s golfers and an elevated prize fund of \$2 million.
- The visionary courses will be located in the Red Sea (**Shura Links** – Shura Island and **Laheq Golf Course** – Red Sea Coast) and NEOM (**Trojena Northern Golf Course** – NEOM Highlands), and are part of PIF’s giga-projects, designed to position Saudi Arabia as a world-class golf destination.
- Saudi Arabia is slated to more than triple the number of golf courses by 2030 and through their partnership, PIF and Golf Saudi are shaping golf’s next era in the country with ‘PIF Future Fairways’, a preview of the iconic courses of tomorrow redefining how golf is imagined, experienced and shared.
- “PIF Future Fairways” will be available to golf fans and enthusiasts at all PIF Global Series tournaments for 2025 and into the 2026 international season:
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###



Associate Vice President



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From: [REDACTED]
Sent: Thursday, August 7, 2025 1:17 PM
To: [REDACTED]
Subject: [REDACTED]: PIF and Golf Saudi Provide a First Look at the Future of Golf in Saudi Arabia

Hi [REDACTED] - hope you are well.

Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) just unveiled "PIF Future Fairways" – a new, globally travelling showcase that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Embedding more details below. If there is anything else you need that would be helpful to facilitate content - don't hesitate to ask.

In addition - I just got a copy of the trailer for a documentary that is being put together on the 3 new courses: [PIF Future Fairways: A New Era of Golf](#)

Should you determine this isn't a fit, any rationale/feedback you can share would be incredibly valuable for us - especially as we bring other ideas forward in the future.

Appreciate the consideration,

[REDACTED]

+++

PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

WHAT:

- PIF and Golf Saudi announced the launch of “PIF Future Fairways”, a pioneering platform utilizing advanced 3D mapping to unveil three flagship golf courses in Saudi Arabia, part of a next-generation golf ecosystem.
- A pioneering platform blending immersive technology with visionary urban development, “PIF Future Fairways” brings the future of golf to life, a showcase of the innovation reimagining the future of the game and growth of the golf ecosystem in Saudi Arabia. This kicks off with this weekend’s [PIF London Championship](#), which features the best women’s golfers and an elevated prize fund of \$2 million.
- The visionary courses will be located in the Red Sea (**Shura Links** – Shura Island and **Laheq Golf Course** – Red Sea Coast) and NEOM (**Trojena Northern Golf Course** – NEOM Highlands), and are part of PIF’s giga-projects, designed to position Saudi Arabia as a world-class golf destination.
- Saudi Arabia is slated to more than triple the number of golf courses by 2030 and through their partnership, PIF and Golf Saudi are shaping golf’s next era in the country with ‘PIF Future Fairways’, a preview of the iconic courses of tomorrow redefining how golf is imagined, experienced and shared.
- “PIF Future Fairways” will be available to golf fans and enthusiasts at all PIF Global Series tournaments for 2025 and into the 2026 international season:
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###


Associate Vice President



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From: [REDACTED]

Sent: Thursday, August 7, 2025 11:06 AM

To: [REDACTED]
[REDACTED]

Subject: RE: PIF and Golf Saudi Launch "PIF Future Fairways" Providing a First Look at the Future of Golf in Saudi Arabia

Hi [REDACTED],

Wanted to see if you have any thoughts after reading and viewing the assets below. If there is anything else you need that would be helpful to facilitate content - don't hesitate to ask.

In addition - I just got a copy of the trailer for a documentary that is being put together on the 3 new courses: [PIF Future Fairways: A New Era of Golf](#)

Should you determine this isn't a fit, any rationale/feedback you can share would be incredibly valuable for us - especially as we bring other ideas forward in the future.

Appreciate the consideration,

[REDACTED]

[REDACTED]

Associate Vice President

[REDACTED]



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From: [REDACTED]

Sent: Wednesday, August 6, 2025 8:13 AM

To: [REDACTED]

Subject: PIF and Golf Saudi Launch "PIF Future Fairways" Providing a First Look at the Future of Golf in Saudi Arabia

Hi [REDACTED] - hope you are well.

First of all, I really enjoyed the recent [REDACTED] episode on [REDACTED] - my "home" course here in [REDACTED].

I'm reaching out today on behalf of Saudi Arabia's [Public Investment Fund](#) (PIF) and [Golf Saudi](#) regarding an announcement that just went live, unveiling "PIF Future Fairways" – a new, globally travelling showcase (including the US) that will preview three new premium golf courses under development within Saudi Arabia, each with its own array of distinct features, through interactive golf simulator experiences. This is an extension of the country's tourism growth strategy, using experiential sports outings to encourage travel into the Kingdom.

Embedding more details below.

Please let me know if you are interested in any more information that would be needed for coverage.

Best,

[REDACTED]

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PIF AND GOLF SAUDI LAUNCH "PIF FUTURE FAIRWAYS", BRINGING TO LIFE THE FUTURE OF GOLF IN SAUDI ARABIA

6 August 2025, London, United Kingdom

WHAT:

- PIF and Golf Saudi today announced the launch of "PIF Future Fairways", a pioneering platform utilizing advanced 3D mapping to unveil three flagship golf courses in Saudi Arabia, part of a next-generation golf ecosystem.
- A pioneering platform blending immersive technology with visionary urban development, "PIF Future Fairways" brings the future of golf to life, a showcase of the innovation reimagining the future of the game and growth of the golf ecosystem in Saudi Arabia. This kicks off with this weekend's [PIF London Championship](#), which features the best women's golfers and an elevated prize fund of \$2 million.

- The visionary courses will be located in the Red Sea (**Shura Links** – Shura Island and **Laheq Golf Course** – Red Sea Coast) and NEOM (**Trojena Northern Golf Course** – NEOM Highlands), and are part of PIF’s giga-projects, designed to position Saudi Arabia as a world-class golf destination.
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ASSETS:

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 - [Carlota Ciganda](#)
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[REDACTED]
Associate Vice President

[REDACTED]



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