



THE 139th BRITISH OPEN CHAMPIONSHIP

St. Andrews Old Golf Course

St. Andrews, Scotland

July 15th – 18th, 2010

The world's leading golfers will be in St. Andrews in July to compete for golf's oldest and most coveted trophy – The Claret Jug. There will not be a shortage of special memories. Emotions are let loose when legends and near legends pass each other on golf's world stage. Thousands of spectators (often called the most knowledgeable in the world) will flock to see their favorite players in action. You could be one of them....

Golf has been played over the links land at St. Andrews for well over half a millennium, and while new tees have been built, the Old Course remains essentially unchanged from the days of Old Tom Morris in the mid-to-late 19th century. The double fairways, double greens, and natural bunkering combine to produce a set of strategic demands on the golfer which are unmatched and utterly unique.

In the course of its 27 Opens, St. Andrews has had a habit of throwing up winners who are the best of their generation. Tiger Woods, for example, produced performances in 2000 and 2005 that left him comfortably clear of the field, with victories by eights and five shots respectively. During that 2000 Open, the scoring record that Woods broke with his 19-under-par total had been the mark set by Nick Faldo ten years previously, when at the height of his powers the Englishman shot 18 under par to win by five.

The list of big name winners goes on: Seve Ballesteros who won at the Home of Golf in 1984; Jack Nicklaus lifted the Claret Jug here twice, in 1970 and 1978; Peter Thomson and Bobby Locke won St. Andrews Opens in the 1950's; and Bobby Jones created such an impression on St. Andrews during his 1927 win, that it proved to be the beginning of a lifelong connection with the 'Auld Grey Toon'.

St. Andrews creates history and special memories. Remember Jack Nicklaus waving farewell to golf from the Swilken Bridge in 2005, bringing down the curtain on the greatest career in golf history at the venue where he won two of his three Opens.

Join us in St. Andrews and SGH Golf will help you create your special memories.

*****Upgraded tickets, hospitality, parking passes, and reserved grandstand tickets can be arranged. Please call for details.*****

*****Enclosed are sample itineraries that can be customized to fit your exact requirements and budget.*****

For more information please call 1-800-284-8884, 1-513-984-0414 or email: sgh@sghgolf.com
www.sghgolf.com

THE 2010 BRITISH OPEN CHAMPIONSHIP ST. ANDREWS OLD GOLF COURSE SAMPLE ITINERARY #1



Sunday, July 11

Depart USA for Scotland.

Monday, July 12

Upon your arrival in Scotland you will be met by a SGH Golf representative, who will assist you with your luggage and present you with your travel guide, before showing you to your waiting rental vehicle. You will then transfer to **Troon** and the **Marine Hotel**.



Commanding magnificent views over the Firth of Clyde to the Isle of Arran and the 18th hole of the famous Royal Troon Golf Course, the Marine Hotel occupies an enviable location that is difficult to beat. Home to around 20 golf courses and a long sandy beach, this idyllic spot offers breathtaking scenery. All guests can enjoy complimentary use of the newly refurbished Bodysense health club with pool, sauna and squash court. The Fairways Restaurant has an enviable reputation for fine dining and has recently been voted the second best hotel restaurant in the UK by readers of First Forum. There are 90 comfortable bedrooms, including five suites and ten Premium rooms at the hotel. They are extremely comfortable, tastefully designed and very well equipped.

The rest of the day is free to relax and unpack.

Glasgow to Troon is approx a 50 minute drive.

Edinburgh to Troon is approx a 1 hour and 45 minute drive.

Overnight at the **Marine Hotel**.

Tuesday, July 13

Today after breakfast golf will be arranged at **Royal Troon Golf Club**.



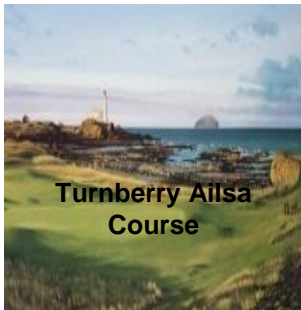
Frequent host to the British Open, Royal Troon is consistently ranked as one of the World's best links courses. It was created by the hand of Willie Fernie, one of the great early British golfers in 1878. A classic links course in every respect, the golfer is eased into the challenge with each hole appearing to get progressively tougher. Narrow fairways lined with trouble make tee shots critical, its bunkers are punishing and Troon's small greens require touch and imagination. Running straight out and back along the coast, Troon often changes dramatically from front nine to back.

Non golfers may like to visit **Culzean Castle**. Home of the Kennedys, Culzean dates back to 1777 and is one of Robert Adams most notable creations. Culzean also has long associations with the USA, as General Eisenhower was given a suite of rooms here after the Second World War in appreciation by the British people. Culzean is surrounded by a country park which includes a walled garden established in 1783.

Overnight at the **Marine Hotel**.

Wednesday, July 14

Today after breakfast golf will be arranged on the **Turnberry Ailsa Course**.



Long regarded as one of the finest courses in the world, polls now regularly acknowledge the Ailsa Course at Turnberry as one of Britain's top three courses, confirmation that gives it eminence worldwide and regular rankings within the world's top 20 courses. The scenic glories of the Ailsa Course are to be savored - the granite dome of Ailsa Craig, the low form of the tip of Argyll, and the peaks of Arran, highlight the changing patterns of light and shade. Closer at hand, the lighthouse, and the ninth's lovely back tee are other symbols of historic Turnberry.

Wednesday, July 14 (cont....)

Non golfers may like to visit the town of **Ayr**. There are many beautiful parks and gardens in and around the town of Ayr, notably Belleisle, Craigie and Rozelle. Rozelle is also the home of Ayr's Art Gallery, and displays one of the very few Henry Moore sculptures to be seen in Scotland. The shopping center of Ayr often surprises visitors by its range and size. Here you will find both branches of the great multiple stores, together with family owned shops in considerable variety.



Troon to Turnberry is approx a 40 minute drive.

Overnight at the **Marine Hotel**.

Thursday, July 15

Today after breakfast you will transfer to **Edinburgh** and the **Holyrood Hotel**.



From the moment you're greeted by the liveried doorman, you'll be made to feel at ease in Edinburgh's most gracious new hotel. A sense of warmth becomes apparent as soon as the glass doors at the entrance swish back. Here in this wonderfully inviting reception lobby, huge sofas pepper a room made all the more seductive by a flickering fire. Like the hotel's location, overlooking the ancient crags of Holyrood Park and beside the exciting architectural promise of the new Scottish Parliament: the Holyrood Hotel offers its guests a dramatic mix of modern luxury and timeless good service.

Troon to Edinburgh is approx a 1 hour and 45 minute drive.

This afternoon golf will be arranged at **Carnoustie Golf Club**.



Regarded by many including Walter Hagen and Gary Player as one of the best links in the world, Carnoustie, though certainly long, is not a course for the unthinking big-hitter. With judgment of wind and distance critical, every tee shot needs careful placement to set up an approach to the green. Whilst there may be little dramatic background scenery, the beauty of Carnoustie is to be found in the golf course itself. The layout is such that no two consecutive holes face the same direction, a factor that does nothing for the golfer in finding their rhythm in the face of often-stiff winds. Carnoustie's famous burns that snake their way around the course - Jockie's Burn and the Barry Burn represent two more obstacles to posting a respectable tally.

Thursday, July 15 (cont....)



Non golfers may like to visit **Glamis Castle**. Five miles from Forfar, in the fertile valley of Strathmore, is the quaint village of Glamis. Glamis is set in the rolling hills of Angus, approximately 20km from the North Sea, in an area of considerable ancient history. Whilst the village is home to a curious old stone, said to be a monument to King Malcolm II, and some attractive eighteenth-century cottages, its most notable attribute is the grandeur of Glamis Castle. The modern visitor approaching the Highland Castle for the first time cannot but draw breath in admiration as he journeys down the mile-long avenue rich in color, flanked in spring by swathes of yellow and cream daffodils, or the colors in the rows of autumn trees. Spires, turrets, towers and statues will seize your attention initially, but there is so much more to explore in this legendary Castle. With its strong links with history, royalty and fiction, Glamis Castle is one of Scotland's most impressive visitor attractions. Whether you choose to visit Glamis to admire its stunning architecture, to explore its history, legends and myths or to enjoy the surrounding beauty of the and grounds and gardens, you will not fail to be touched by the magic of Glamis.

Edinburgh to Carnoustie is approx a 2 hour drive.

Overnight at the **Holyrood Hotel**.

Friday, July 16

Today after breakfast golf will be arranged at **Kingsbarns Golf Club**.



Located directly on the North Sea coast only six miles from St. Andrews, Kingsbarns is without a doubt one of the most breathtaking links courses ever developed. Kingsbarns Golf Links is a real one of a kind and contrasts with Scotland's other famous links courses in that it is a new, man-made development. The sea figures prominently on every hole and one's senses are continually pricked with the sights, sounds and smells of the ocean spray. The links boasts spacious fairways, which roll and twist through majestic dune ridges and hollows, while its large inviting greens present the golfer with subtle challenges.

Non golfers may like to tour **St. Andrews**. Known as the home of golf, and home of Scotland's oldest university, St Andrews is a small town with a sizeable reputation that attracts visitors from all over the world. St Andrews University, founded in 1410, dominates the centre of town. The elegant, ivy-clad buildings and delightful quadrangles and gardens have seen a procession of famous graduates, recently including Prince William. The future king may have graduated, but it is still one of the top universities in Britain, often compared to Oxford and Cambridge for its defining presence and the collegiate feel it gives to the town. The Medieval centre of St Andrews, with its narrow alleys and cobbled streets, leads to the now ruined cathedral (once the largest in Scotland) and the adjacent church of St Regulus, where you can climb the spiral staircase to the top of a 108-foot tower for magnificent views of the town and its surroundings. The castle, perched on a promontory overlooking the sea, was the dramatic stage for several of the most notorious episodes of the Reformation. St Andrews has two great beaches, one being the West Sands, where the famous opening sequence of Chariots of Fire was shot. There are also the Botanic Gardens for relaxation, plus the wonders of the St Andrews aquarium.



Friday, July 16 (cont...)

Edinburgh to Kingsbarns is approx a 1 ½ hour drive.

Overnight at the **Holyrood Hotel**.

Saturday, July 17

Today after breakfast you will attend the **Third Day's Play** of the **2010 British Open Championship** being held at **St. Andrews Old Course**.

Edinburgh to St. Andrews is approx a 1 ½ hour drive.

Overnight at the **Holyrood Hotel**.

Sunday, July 18

Today after breakfast you will attend the **Final Day's Play** of the **2010 British Open Championship** followed by the presentation of the trophy to the winner.

Overnight at the **Holyrood Hotel**.

Monday, July 19

Today after breakfast you will depart Scotland for home.

THE 2010 BRITISH OPEN CHAMPIONSHIP ST. ANDREWS OLD GOLF COURSE SAMPLE ITINERARY #1



Cost Includes: Self Drive

- 7 nights' accommodation, double or single occupancy, at hotels indicated.
- Full breakfast each day.
- SGH Golf touring maps and suggested places of interest.
- All local taxes on hotel accommodation, golf and rental vehicle.
- Rental car or mini van - unlimited mileage - CDW included, gas extra.
- SGH Golf luggage tags and travel documents.
- British Open tickets for Saturday and Sunday.
- Assistance of our Scottish office to arrange extra golf or sightseeing trips of all descriptions.
- Green fees and starting times for one round at each of the following courses:
Royal Troon, Turnberry Ailsa, Carnoustie, Kingsbarns.

Cost:

Self Drive

\$2,635.00 per golfer based on 2 people traveling (manual car).

\$2,655.00 per golfer based on 4 or 8 people traveling (1 or 2 automatic mini vans).

Escorted

\$3,125.00 per golfer based on 8 people traveling (driver/guide small coach).

\$2,945.00 per golfer based on 20 people traveling (driver/guide motor coach).

Non golfer reduction is: \$1,010.00

Single room supplement: \$485.00 additional.

THE 2010 BRITISH OPEN CHAMPIONSHIP ST. ANDREWS OLD GOLF COURSE SAMPLE ITINERARY #2



Sunday, July 11

Depart USA for Scotland.

Monday, July 12

Upon your arrival in Scotland you will be met by a SGH Golf representative, who will assist you with your luggage and present you with your travel guide, before showing you to your waiting rental vehicle. You will then transfer to the **Turnberry Hotel**.



Turnberry is surely one of the most beautifully situated of all hotels in Scotland. It is set in its own 360-acre estate and faces west with panoramic views of the 2 great golf courses, the Ailsa and the Kintyre, stretched out below. With the mountains of Arran and the vast granite mass called Ailsa Craig jutting smoky blue from the sea in the distance beyond, this beautiful Edwardian hotel is ideal for a memorable vacation.

The rest of the day is free to relax and unpack.

*Glasgow to Turnberry is approx a 1 hour and 20 minute drive.
Edinburgh to Turnberry is approx a 2 ½ hour drive.*

Overnight at the **Turnberry Hotel**.

Tuesday, July 13

Today after breakfast golf will be arranged at **Royal Troon Golf Club**.



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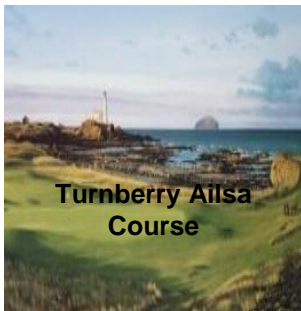
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Turnberry to Troon is approx a 40 minute drive.

Overnight at the **Turnberry Hotel**.

Wednesday, July 14

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Overnight at the **Turnberry Hotel**.

Thursday, July 15

Today after breakfast you will transfer to **Edinburgh** and the **Caledonian Hilton Hotel**.



The Caledonian Hilton Hotel, built in 1903 is situated in the very heart of Edinburgh with many rooms overlooking the famous 14th century Edinburgh Castle. This 5 star elegant hotel will cater for all your needs and recently completed a £6.4 million refurbishment program in June 2005. A selection of traditional and newly refurbished contemporary rooms, both offer the perfect place to relax and unwind at the end of the day.

Turnberry to Edinburgh is approx a 2 ½ hour drive.

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Friday, July 16 (cont....)

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Overnight at the **Caledonian Hilton Hotel**.

Saturday, July 17

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Cost Includes: Self Drive

- 7 nights' accommodation, double or single occupancy, at hotels indicated.
- Full breakfast each day.
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- All local taxes on hotel accommodation, golf and rental vehicle.
- Rental car or mini van - unlimited mileage - CDW included, gas extra.
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Self Drive

\$3,575.00 per golfer based on 2 people traveling (manual car).

\$3,595.00 per golfer based on 4 or 8 people traveling (1 or 2 automatic mini vans).

Escorted

\$4,065.00 per golfer based on 8 people traveling (driver/guide small coach).

\$3,880.00 per golfer based on 20 people traveling (driver/guide motor coach).

Non golfer reduction is: \$965.00

Single room supplement: \$1,495.00 additional.

THE 2010 BRITISH OPEN CHAMPIONSHIP ST. ANDREWS OLD GOLF COURSE SAMPLE ITINERARY #3



Sunday, July 11

Depart USA for Scotland.

Monday, July 12

Upon your arrival in Scotland you will be met by a SGH Golf representative, who will assist you with your luggage and present you with your travel guide, before showing you to your waiting rental vehicle. You will then transfer to **St. Andrews** and the **Fairmont St. Andrews**.



Sitting on the summit of a spectacular formation, the hotel and its two championship style golf courses have breathtaking panoramic views of the River Tay estuary, the North Sea and the medieval skyline of St Andrews. Fairmont St Andrews is the premier destination in Scotland. Since this international resort opened in the spring of 2001, it is renowned for providing an excellent standard of service with a meticulous attention to detail. Most of the guestrooms at Fairmont St Andrews have breathtaking panoramic views of the River Tay estuary, the North Sea and the medieval skyline of St Andrews. All of our 209 generously sized guestrooms are blessed with both style and functionality.

The rest of the day is free to relax and unpack.

Glasgow to Troon is approx a 50 minute drive.

Edinburgh to Troon is approx a 1 hour and 45 minute drive.

Overnight at the **Fairmont St. Andrews**.

Tuesday, July 13

Today after breakfast golf will be arranged on the **Fairmont St. Andrews Kittocks Course**.



Kittocks name is taken from the SSSI area of land on the course that is inhabited by a family of deer. This protected area comes into view on several holes and provides abundant wildlife to be seen during a round on Kittocks, including pheasants, rabbits and hares, deer, grouse and badgers. The coastal land the course is built on reminded the legendary golfer, Gene Sarazen, of Pebble Beach when he first visited the site as one of the course's original architects. We have worked with architect, Gary Stephenson, to improve both layouts and to accentuate the strengths of both courses. Kittocks will have two holes from the original Torrance layout. With the re-positioning of several tees and three new greens, plus the addition of state of the art drainage systems both courses will be even better than before and worthy of their accolades including being named 18th Best Golf Resort in the World by Conde Nast Traveler.

Non golfers may like to visit **Falkland Palace**. Falkland has been a royal place since the days of the Stewarts. King James II adopted it as a royal home (it had earlier been a castle of the MacDuff family) and it was used as a hunting lodge in the 12th century. In those days the Forest of Falkland had stags and wild boar and falconry was a popular sport. The massive gatehouse, through which visitors access the Palace today, was completed by James V although most of the adjoining facade of the building was completed by James IV. This is the part of the Palace which was restored in the 19th century by the Hereditary Keeper of the Palace, the 3rd Marquess of Bute. He refurbished the interior of the South Range, creating a comfortable home for himself. His son continued the good work by recreating a beautiful chapel which had originally been built by James V. Only the external walls of the East Range are still standing and there is no trace left of the North Range. In addition to the Palace, a large and lovely garden has been created, full of well manicured lawns, mature trees and colorful flowers. Even without the Palace, this would be worth a visit on its own.

Overnight at the **Fairmont St. Andrews**.

Wednesday, July 14

Today after breakfast golf will be arranged on the **St. Andrews Castle Course**.



St Andrews Links Trust is creating a seventh eighteen hole course to join its portfolio of six courses. The Castle Course will be a public course, open in the summer of 2008. Following the coastline east of St Andrews, The Castle Course is two miles from the town centre. Work on the ground began early in 2005. The designer, David McLay Kidd, creator of Bandon Dunes on the West Coast of America, has created a typical Scottish golf experience. Each hole has a choice of five tees and the course will be playable between about 5300-7200 yards.

Wednesday, July 14 (cont....)

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Non golfers may like to continue touring **St. Andrews**.

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- Full breakfast each day. Lunch for the golfers at Royal Troon.
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- All local taxes on hotel accommodation, golf and rental vehicle.
- Rental car or mini van - unlimited mileage - CDW included, gas extra.
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Escorted

\$5,165.00 per golfer based on 8 people traveling (driver/guide small coach).

\$4,975.00 per golfer based on 20 people traveling (driver/guide motor coach).

Non golfer reduction is: \$700.00

Single room supplement: \$2,795.00 additional.



Who is SGH Golf Inc...?

For 27 spectacular years, SGH Golf originally named (Scottish Golf Holidays) has been arranging trips to the world's most exciting and exclusive golf destinations and golf tournaments. Founded in 1982 by Scottish native Ian Jack, SGH Golf has become Americas leading supplier of custom golf vacations, we are a registered Florida "C" corporation now headquartered in Cincinnati, Ohio and have offices in Glasgow- Scotland, Shannon-Ireland, Marbella-Spain, and Augusta-Georgia.

Unlike most operators, we do not use ground handlers or representative, over whom you have no control, you are dealing with the same company employees throughout your trip.

SGH Golf enjoys a high return rate of repeat and referral business, all of our trips are completely customizable to your exact needs and budget, we offer all of our trips for both golfers and non golfers alike. Non golfers enjoy trips to local and historic sites, spa's, and great local area shopping etc while the golfers play. SGH Golf arranges your complete vacation including tee times, hotel accommodation, sightseeing, transportation, local staff and concierge services. Group sizes can be from a single traveler to more than 100 travelers.

We can and will deliver a high quality product at an affordable cost, due in large to specially negotiated rates with our hotel and golf club partner/suppliers, we often get preferred tee times or reservations that are otherwise unavailable. We usually provide you with your customized itinerary on same day service but no longer than 24 business hours.

Great effort and research goes into our annual review of hotels and golf courses, assuring you of excellent hand picked accommodation and top golf courses. While there maybe less expensive versions we believe that our selections will more than meet your expectations.

We are members of the following industry associations: IAGTO (International Association of Golf Tour Operators), ASTA (American Society of Travel Agents), IATA (International Air Transport Association), MPI (Meeting Planners International).

We would be delighted to provide you with a list of corporate clients and references from numerous individual travelers.

What we do for you...

Trip Planning:

Customized itineraries requiring golf tee times, accommodation and local transportation are SGH Golf's particular expertise. Given the skills of our staff who have been working for us for over 18 years (on average) plus the long standing and valued support of our many hotel and golf club partners, we consistently deliver expert itineraries that satisfy your every expectation.

1. A member of our staff will become your personal golf travel specialist, contributing advice and recommendations as you require, helping to sort out the many options.
2. A highly detailed, day-by-day quotation in US dollars will be emailed as a proposed Itinerary within 24 hours of receiving your input. The proposed itinerary may be adjusted as needed to meet with your approval.



3. Recognizing that some clients may enjoy their own research and schedule design, we make both possible and convenient at our website www.sghgolf.com . Our destinations section provides golf and hotel options within a geographical context.

Booking your Trip

Your proposed Itinerary will be confirmed when deposits are received by each member of the group. To confirm your package we need a deposit of 30% of the total package price, the balance will be due 69 days prior to departure.

Our staff will then make reservations with each of your golf and hotel selections in a manner that most efficiently and comfortably allocates your time. Golf tee times and hotel room reservations *are not* confirmed until the deposit is received, so an early response should result in better tee times and desired accommodations

1. Payment may be paid by check, wire transfer, American Express, MasterCard or VISA. There is never a surcharge for credit card payments.
2. We offer travel insurance which provides traditional coverage for luggage, accident and cancellation for defined reasons. The cost is 6% of the total cost of your trip. The payment for the travel insurance is due no later than 14 days after the deposit of your trip is made. When this protection plan is purchased to cover the full tour cost within 14 days of your initial deposit, and you are medically able to travel at the time of purchase (and have not filed a claim for trip cancellation due to a pre-existing illness within 120 days of the effective date of this insurance), the Pre-existing Conditions Exclusion will be waived. The travel insurance needs to be booked through SGH Golf.
3. We need an accurate number of golfers who will play on the tour. Once tee times are arranged and deposits paid, fees may be involved to change and/or cancel the original reservation.
4. We need full names of all golf and non golfing members on the tour. Names should be submitted as they appear on their passports (see SGH Golf booking form).
5. Standard accommodations provide a room with two twin beds. Requests for double beds must be made in advance. Additionally, requests to upgrade accommodations to superior rooms must be specified in advance and will be charged at a higher rate. Single occupied rooms will also have an additional supplement. At some hotels, for example The Turnberry Hotel and The Old Course Hotel it is well worth the extra cost to be overlooking these great golf courses, please discuss these options with your golf travel specialist.
6. Flight Information. We need all passengers on the tour, flight arrival and departure times and flight numbers. What city you are arriving into (Glasgow, Edinburgh, Inverness, etc.). It is very important that we receive this as soon as you get your flights booked so we can confirm/book your rental vehicle.
7. The use of caddies is highly recommended (where available); as electric carts are very limited on the courses you will play and usually require a letter from a doctor. Should you desire caddies, please request them at the time of booking. When caddies are used, you are responsible for paying their charges directly. Cost is approximately £40 per caddie plus tip (approximately £10).



Confirmed Trip....

1. A highly detailed, day-by-day confirmed itinerary including tee times will be emailed to you within a few days of receiving your deposit payment. This process may take longer if booking up to a year in advance as some golf courses do not open their books till January 1st. The confirmed itinerary may be adjusted as needed to meet with your approval.
2. Your final itinerary, documents, vouchers and travel pack will be mailed to the group leader about three weeks prior to your trip beginning. All other participants will receive an emailed copy of all documents.

On Site

Upon reaching your destination, and throughout your visit, SGH Golf will be available for assistance. Naturally if your tour incorporates the services of a concierge driver or host, you will have immediate and personal attention at all times. If you elect a self driven tour, our local staff member will meet you at the airport to ensure a relaxed transition to your ground transportation and to prepare you with a collection of local interesting information. Thereafter, our assistance will be available for any reason by way of 24 hour telephone.

As always, if we may be of further assistance please do not hesitate to call us. Phone: 1-800-284-8884 or 1-513-984-0414. Email: sgh@sghgolf.com