

An aerial photograph of the Ombria Golf Course, showing lush green fairways, sand traps, and a clubhouse building in the distance. The image is split into three vertical panels: a dark green panel on the left, a central dark green panel with text, and a bright yellow-green panel on the right.

OMBRIA GOLF COURSE

Market context,
client profile and course USP



WHAT IS GOLF?

and why it matters in travel

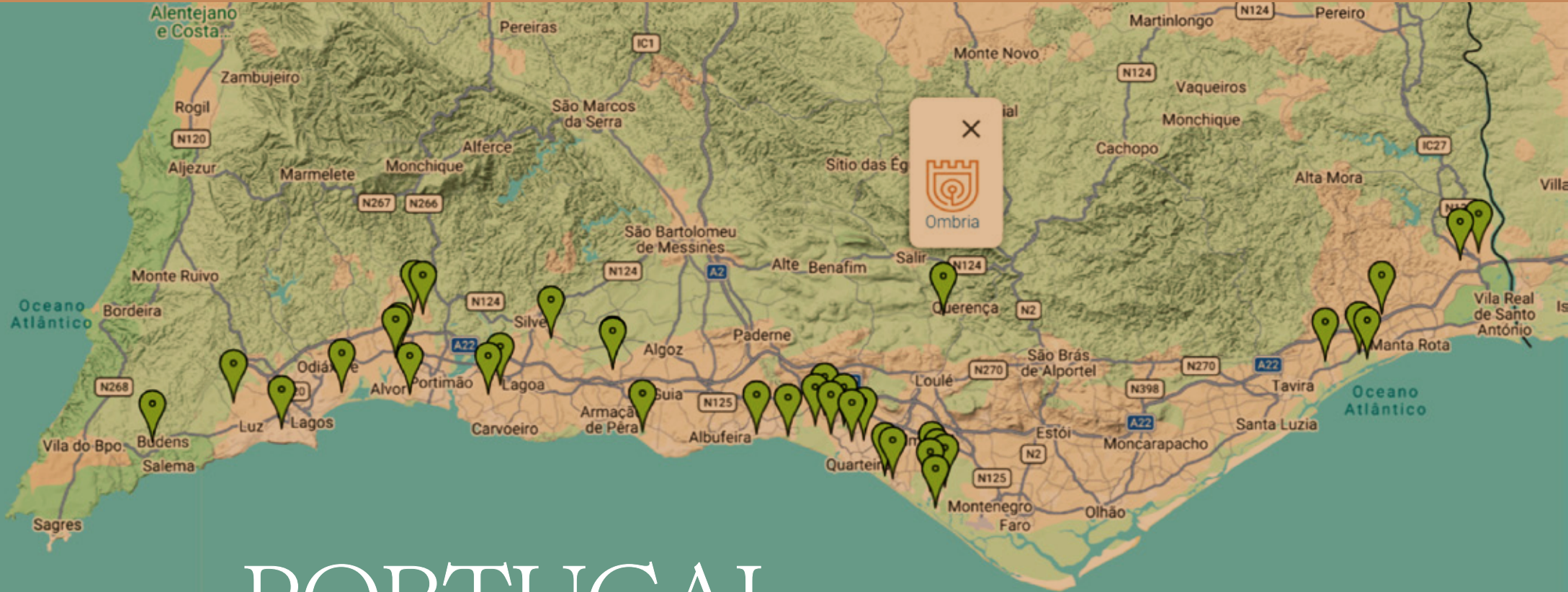
Golf is a year-round outdoor sport played individually or in small groups

Typical round: 18 holes, 4 to 5 hours

Strong link with travel and resort destinations

Golf travelers stay longer and spend more on accommodation, F&B and experiences

Frequently travels in groups (friends, clubs, societies, corporate)



PORTUGAL & ALGARVE IN GOLF

86 golf courses 18 holes
22 golf courses 9 holes
36 total in the Algarve



Portugal is consistently ranked among Europe's top golf destinations

The Algarve has the highest concentration of golf courses in Portugal

Strong international air access via Faro Airport

Stable climate = playable conditions all year

Recognized for course quality and maintenance standards

Mix of established championship courses and new-generation sustainable layouts

Ombria sits in the inland Algarve hills different setting from the coastal golf cluster.



HOW THE GOLF MARKET IS CHANGING

Today's Golf Traveller



GOLF IS NO LONGER RESTRICTED TO TRADITIONAL ELITE SEGMENTS

Growth among:

- Younger players
- Mixed groups (Musicians, young couples, sub-cultures such as: skaters & surfers)

Experience-driven travelers

Fashion and equipment brands targeting lifestyle positioning:

Dress code and culture becoming more relaxed.
Brands like Malbon (sponsor PGA Professionals), Bogey Boys, Bold Golf changing the course of history in terms of golf fashion

More interest in:

Short breaks

Flexible tee time play

Combined golf + wellness + gastronomy stays

Sustainability and environmental design increasingly relevant in course choice





CORE SEGMENTS

Golf groups (4-16 pax typical)
Affluent couples combining golf + leisure
Corporate & incentive groups
Golf tour operators & specialist agencies

WHAT THEY VALUE

Course quality and conditioning
Smooth logistics
Tee time access
Good practice facilities
Quality accommodation and dining
Non-golf options for companions

OMBRIA GOLF COURSE OVERVIEW

18 holes - Par 71

Length: 5,802 meters

Opened: 2019

Architect: Jorge Santana da Silva
Designed to integrate fully with the
natural landscape

Not a standard championship power course,
rewards accuracy and strategy.

Suitable and challenging for all skill levels

Two distinct 9-hole loops with
different terrain character



Bent grass greens
Bermuda fairways
Fescue rough

GPS buggies (EZGO RXV Lithium fleet)

TaylorMade rental sets available

Pro Shop + Restaurant & Bar

Putting & chipping greens available

22 km from Faro Airport
6 km from Loulé



Strategy course
not distance-driven

Architect-designed,
landscape and water-integrated routing

GEO Foundation sustainability
certification standards referenced

Strong alignment with current
demand for responsible golf destinations





VICEROY
OMBRIA ALGARVE



VICEROY
OMBRIA ALGARVE

OMBRIA + VICEROY COMBINED GOLF VALUE

Five-star resort integrated with the course

151 rooms and suites — suitable for golf groups

Countryside setting — quieter than coastal golf hubs

Breathtaking views

Full resort support: spa, dining, experiences

Works for:

Pure golf trips

Golf + wellness stays

Mixed golfer / non-golfer travel



1. What makes Ombria different from the typical Algarve golf resort?

Most Algarve golf is coastal, busy, and built around tourism.

Ombria is inland, quieter, and built around the landscape. It feels more like real Portugal than a resort bubble.

2. How would you describe the golf course in one sentence?

Strategic golf in a natural valley, natural parkland, scenic, and rewarding if you think your way around.

3. What kind of golfer will enjoy Ombria the most?

Golfers who've played the Algarve before and want something different.

People who enjoy thinking their way around a course, not just hitting driver everywhere.

And honestly, a lot of people arrive expecting "just another course" and leave surprised.



4. What's the standout hole or moment?

There are a few, but the moments people remember are the elevation changes and valley views.

The par-3 4th hole is undoubtedly among the most beautiful golf holes in the Algarve.

At Ombria golf course you're not just playing holes, you are moving through the landscape. There is a storytelling unfolding.

5. How does Ombria compare to more well-known Algarve courses?

Less traffic, less noise, more space.

Courses on the coast can feel repetitive, Ombria is more varied and natural.

It's not trying to impress with difficulty; it's trying to stay interesting.

6. Biggest misconception before arriving?

That inland means less exciting.

In reality, it's the opposite: more character, more variation, and far more surprising.



7. What elevates the Viceroy hotel experience?

It doesn't feel like a big resort it feels more like a small village.

Space, design, and calm are the key things.
You come off the course and everything slows down.

8. How does it work for non-golfers?

That's where it actually stands out:
Spa, food, nature, local experiences, you're not stuck waiting around for golfers.
It works as a holiday, not just a golf trip.

9. Perfect day from tee-off to evening?

Morning round while it's quiet.
Long lunch overlooking the course.
Afternoon at the spa or by the pool.
Then dinner outside, when it cools down.
No rush, no noise.

10. Why book Ombria now?

Because it still feels undiscovered.
You get Algarve quality without Algarve crowds.
It's new, it's different, and it hasn't been overused.





OMBRIA GOLF

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