Golf Tourism Marketing
A practical toolkit for golf events and golf marketing
Contents

Northern Ireland Made for Golf  3
Who are our golf visitors?  4
Golf events  5
A huge 2019  6
ISPS HANDA World Invitational  7
On your doorstep  8
Tee it up for golf visitors  9
The Northern Ireland Brand  10
The Golf Tourism sub-brand  11-15
Working with the brand  16
Brand examples  17-20
Northern Ireland Brand examples  21-24
Swing into action  25
How to get involved  26
Ready to tee-off?  27
Northern Ireland Made for Golf

Northern Ireland is huge in the golf world. It’s amazing a region so small can produce so many world-class golfers. And our courses are well above par too. We’ve got some of the best in the world and over 90 in total, all somehow squeezed into about 5,460sq miles of lush landscape.

It means this place really excites golf visitors. And we should all be excited about that. Golf tourism drives money into local businesses and our economy. It brings in £42.6m per year at the moment and even bigger numbers are expected very soon.

£42.6m total economic impact per annum
124,600 visitors per year
£50m from golf tourism per annum is the target by 2020
£2,481 avg spend on golf holiday

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Key golf markets are North America, Great Britain, Republic of Ireland, Europe, Nordics and Germany.

60% want to see tourist attractions when not on the course

Lough Erne Resort, Co. Fermanagh
Who are our golf visitors?

Our Golf Tourism Strategy identifies our golf visitors aligned to key geographical markets and their needs.

Let’s find out more about them.

<table>
<thead>
<tr>
<th>Trophy Hunters</th>
<th>Four Balls</th>
<th>Couples Golf</th>
<th>Value Golf Seekers</th>
<th>Society Golf</th>
<th>Corporate Golf</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market</strong></td>
<td><strong>Market</strong></td>
<td><strong>Market</strong></td>
<td><strong>Market</strong></td>
<td><strong>Market</strong></td>
<td><strong>Market</strong></td>
</tr>
<tr>
<td>USA, Canada, GB (limited)</td>
<td>Germany &amp; Nordics</td>
<td>GB, ROI, Germany &amp; Scandinavia</td>
<td>GB, ROI</td>
<td>GB, ROI</td>
<td>GB, ROI</td>
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<tr>
<td><strong>Motivations/Needs</strong></td>
<td><strong>Motivations/Needs</strong></td>
<td><strong>Motivations/Needs</strong></td>
<td><strong>Motivations/Needs</strong></td>
<td><strong>Motivations/Needs</strong></td>
<td><strong>Motivations/Needs</strong></td>
</tr>
<tr>
<td>✓ Ticking the box of famous courses</td>
<td>✓ New experiences</td>
<td>✓ Open to short breaks and longer stays</td>
<td>✓ Value for money</td>
<td>✓ Travel in groups</td>
<td>✓ Decision made by Senior Management Team</td>
</tr>
<tr>
<td>✓ Not price sensitive</td>
<td>✓ Book independently</td>
<td>✓ Happy to combine links and parkland</td>
<td>✓ Quality of experience is important</td>
<td>✓ Pre-booked &amp; flexible tee times required</td>
<td>✓ Not price sensitive</td>
</tr>
<tr>
<td>✓ High value experiences</td>
<td>✓ Pre booked tee times</td>
<td>✓ Emphasis on quality of parkland experience</td>
<td>✓ Travel in groups</td>
<td>✓ Happy to combine links and parkland</td>
<td>✓ Corporate meetings</td>
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<tr>
<td>✓ Direct flights</td>
<td>✓ Happy to combine links &amp; parkland</td>
<td>✓ Genuine NI experience</td>
<td>✓ Value for money</td>
<td>✓ Pre booked tee times</td>
<td>✓ Resort golf packages</td>
</tr>
<tr>
<td>✓ 4*/5* accommodation</td>
<td>✓ Opportunity to package parkland</td>
<td>✓ Hospitality and culture important</td>
<td>✓ Quality experience</td>
<td>✓ Happy to combine links &amp; parkland</td>
<td>✓ Add on packages</td>
</tr>
<tr>
<td>✓ Long lead times</td>
<td>✓ Interest in other NI experiences</td>
<td>✓ Historical / boutique accommodation</td>
<td>✓ 3* plus accommodation</td>
<td>✓ Emphasis on quality of parkland experience</td>
<td>✓ Availability of experiences for the predominantly male market</td>
</tr>
<tr>
<td>✓ Role of tour operators crucial</td>
<td>✓ Memorable experiences</td>
<td>✓ Tailored programmes</td>
<td>✓ Food and drink important</td>
<td>✓ Friendly welcome</td>
<td></td>
</tr>
</tbody>
</table>
Golf events

Several tournaments are about to bring golf to the fore in Northern Ireland. Over the next couple of years, we will host the ISPS HANDA World Invitational at Galgorm Castle and Masserene Golf Clubs, The 148th Open at Royal Portrush in 2019 and lots of top amateur events. They will tee-up major celebrations around Northern Ireland golf and Northern Ireland in general. We will be the centre of the golfing world for a while. All eyes will be on us. So let’s all give them a show to remember.
A huge 2019

The biggest hitter in this golf-fest will be The 148th Open at Royal Portrush in 2019. This is a hole-in-one for Northern Ireland. It’s the first time in almost 70 years this iconic championship has visited Northern Ireland, and it will be the biggest sporting event in our history. The famous competition is the oldest Major in the world and the only one held outside the US. It doesn’t get any bigger than that. So let’s really savour this and make the most of every opportunity it brings.

#TheOpen
ISPS HANDA World Invitational presented by Modest! Golf

14 - 18 August 2019

The event formerly known as the NI Open, the most successful and best attended event on the European Challenge Tour, has been transformed into a new global event for men and women professionals. This progressive move was made possible when ISPA HANDA and long-time supporters of the NI Open, Modest! Golf, engaged with organisers and bought into the long-term vision for this unique event.

The first event of its kind in Europe is sure to be one of world golf’s most exciting events in 2019 where household names like Northern Ireland’s Michael Hoey, Australia’s Richard Green and many others will tee it up alongside stars of the women’s game including homegrown talent like Leona and Lisa Maguire and Stephanie Meadow, with men and women playing the same courses, at the same time while competing for equal prize money!

The week-long festival of golf will include live music concerts at the historic Galgorm estate with many other family attractions such as the dedicated golf village; family area; coaching zones and a junior event!
From world-class links courses to stunning parkland courses, there are great golf venues across the land and right on your doorstep. Get to know your local Quality Assured courses so you can keep your golfing visitors informed.

<table>
<thead>
<tr>
<th>Golf Club Name</th>
<th>Tel Number</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ardglass</td>
<td>+44 28 4484 1219</td>
<td>ardglassgolfclub.com</td>
</tr>
<tr>
<td>Ballycastle</td>
<td>+44 28 2076 2506</td>
<td>ballycastlegolfclub.com</td>
</tr>
<tr>
<td>Ballylucass</td>
<td>+44 28 9332 2606</td>
<td>ballylucassgolfclub.com</td>
</tr>
<tr>
<td>Bangor</td>
<td>+44 28 9127 0915</td>
<td>bangorgolfclub.com</td>
</tr>
<tr>
<td>Ballycastle, Newtownards Resort</td>
<td>+44 28 9127 0922</td>
<td>ballycastlegolfclub.com</td>
</tr>
<tr>
<td>Ballyclare</td>
<td>+44 28 9332 2696</td>
<td>ballyclaregolfclub.com</td>
</tr>
<tr>
<td>Belvoir Park, Belfast</td>
<td>+44 28 6632 7077</td>
<td>belvoirparkgolfclub.com</td>
</tr>
<tr>
<td>Cairndhu</td>
<td>+44 28 2858 3324</td>
<td>cairndhugolfclub.co.uk</td>
</tr>
<tr>
<td>Castle Hume, Lough Erne Resort</td>
<td>+44 28 6632 7077</td>
<td>castlehume.com</td>
</tr>
<tr>
<td>Castlerock</td>
<td>+44 28 7084 8314</td>
<td>castlerockgc.co.uk</td>
</tr>
<tr>
<td>Clandeboye</td>
<td>+44 28 9127 1767</td>
<td>cgc-ni.com</td>
</tr>
<tr>
<td>Dungannon</td>
<td>+44 28 8772 2098</td>
<td>dungannongolfclub.com</td>
</tr>
<tr>
<td>Dunmurry, Belfast</td>
<td>+44 28 9061 0834</td>
<td>dunmurrygolfclub.com</td>
</tr>
<tr>
<td>Edenmore</td>
<td>+44 28 9261 9241</td>
<td>edenmore.com</td>
</tr>
<tr>
<td>Foyle, Derry~Londonderry</td>
<td>+44 28 7135 2222</td>
<td>foylegolfcentre.co.uk</td>
</tr>
<tr>
<td>Galgorm Castle, Ballymena</td>
<td>+44 28 2564 6161</td>
<td>galgormcastle.com</td>
</tr>
<tr>
<td>Hilton Templepatrick Resort</td>
<td>+44 28 9443 1142</td>
<td>hiltontemplepatrickgolfclub.com</td>
</tr>
<tr>
<td>Holywood</td>
<td>+44 28 9042 3135</td>
<td>holywoodgolfclub.co.uk</td>
</tr>
<tr>
<td>Kilkeel</td>
<td>+44 28 4176 5095</td>
<td>kilkeelgolfclub.com</td>
</tr>
<tr>
<td>Kirkistown Castle, County Down</td>
<td>+44 28 4177 1233</td>
<td>kirkistowncastlegolfclub.com</td>
</tr>
<tr>
<td>Knock, Belfast</td>
<td>+44 28 9034 3250</td>
<td>knockgolfclub.co.uk</td>
</tr>
<tr>
<td>Lisburn</td>
<td>+44 28 9267 7216</td>
<td>lisburngolfclub.com</td>
</tr>
<tr>
<td>Lough Erne Resort, Ballymoney</td>
<td>+44 28 6632 1320</td>
<td>lougherneresort.com</td>
</tr>
<tr>
<td>Malone, Belfast</td>
<td>+44 28 9061 2758</td>
<td>malonegolfclub.co.uk</td>
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<tr>
<td>Massereene</td>
<td>+44 28 9443 8096</td>
<td>massereene.golfclub.co.uk</td>
</tr>
<tr>
<td>Newtownstewart</td>
<td>+44 28 8166 1466</td>
<td>newtownstewartgolfclub.com</td>
</tr>
<tr>
<td>Omagh</td>
<td>+44 28 9442 8096</td>
<td>omaghgolfclub.co.uk</td>
</tr>
<tr>
<td>Portrush</td>
<td>+44 28 7082 2311</td>
<td>royalportrushgolfclub.com</td>
</tr>
<tr>
<td>Roe Park Resort, Limavady</td>
<td>+44 28 7776 0205</td>
<td>roeparkresort.com</td>
</tr>
<tr>
<td>Royal Belfast</td>
<td>+44 28 9042 8165</td>
<td>royalbelfast.com</td>
</tr>
<tr>
<td>Royal County Down</td>
<td>+44 28 4373 3314</td>
<td>royalcountydowngolfclub.org</td>
</tr>
<tr>
<td>Royal Portrush</td>
<td>+44 28 7682 2311</td>
<td>royalportrushgolfclub.com</td>
</tr>
<tr>
<td>Shandon Park, Ballycastle</td>
<td>+44 28 9080 1034</td>
<td>shandonpark.net</td>
</tr>
<tr>
<td>St Patrick's, Downpatrick</td>
<td>+44 28 4461 5947</td>
<td>stpatricksgolfclub.com</td>
</tr>
<tr>
<td>Torwoodmu</td>
<td>+44 28 3884 1272</td>
<td>torwoodmu.co.uk</td>
</tr>
<tr>
<td>Warrenpoint</td>
<td>+44 28 4175 3699</td>
<td>warrenpointgolfclub.com</td>
</tr>
</tbody>
</table>

Quality & Assured courses were correct at time of going to print.
Tee it up for golf visitors

Let’s give golf visitors the round of a lifetime in Northern Ireland. When we go the extra mile as hosts, our golfing guests hurry back. And they encourage their golf-crazy friends to visit too. That means more visits and more customers each year, helping us reach our target of £50m by 2020.

How can I help my golfing guests?

Know the events
Golf visitors will appreciate a little local help when they arrive, so going that extra yard will not only help our guests, it will help reinforce why Northern Ireland is Made For Golf. Do a little research on event ticket details, tee-off times, players, facilities and transport so you become their go-to destination for info.

Know the courses
Everybody looks for a little insider-info. And golfers want to know about courses more than anything else. So find details about our famous courses and your local gems. They’ll want to hear about yardage, signature holes, facilities, booking methods and the clubhouse.

Know the ‘19th hole’
Pointing visitors towards the top local bars and restaurants is always a great way to enhance their golf getaway. The more you can offer, the more guests will recommend you to fellow golf fans they meet.
The Northern Ireland brand captures the most compelling aspects of Northern Ireland by focusing on who we are, what makes us different and what we stand for.

The brand is a reflection of Northern Ireland at its best, and feels authentic to its people. It also provides a guide as to how we can further develop and make ourselves even more distinctive and appealing.

The hexagonal shape immediately grounds the logo in something proprietary to Northern Ireland, i.e. The Giant’s Causeway, reinforced by the use of the distinctive Northern Ireland typeface. The effect is to create an iconic brand identity which is instantly recognisable as ours across all designed material.

The brand logo variants
See the full guidelines document on the Northern Ireland Brand for in-depth guide to using this brand.

The brand style is achieved by sectioning the layout using a large hexagon.
The Golf Tourism sub-brand

The golf sub-brand is based on the Northern Ireland brand with the addition of the ‘pin flag’ design and the ‘Made for Golf’ strapline.

The logo may appear in any colour from the standard palette seen in the pin flags, or as a white reversal when used on a colour or image.

To support the standard logo there is also a simplified logo for use on occasions where it would not be practical to use the standard logo.

The exceptional logo may be used in black, white, or any colour from the pin flag palette.

This logo is used for very small media such as printing on pens, small digital formats and for maximum visibility on sports hoardings at events.
The golf sub-brand colour palette

The ‘pin flag’ colour palette is taken directly from the colours of the logo. This palette forms the basis of all designs done under the pin flag style.

- **Purple 1**
  - C74/M75/Y01/K00

- **Purple 2**
  - C57/M77/Y00/K00

- **Purple 3**
  - C38/M80/Y00/K00

- **Pink 1**
  - C16/M85/Y00/K00

- **Pink 2**
  - C00/M94/Y39/K00

- **Red**
  - C00/M95/Y100/K00

- **Orange 1**
  - C00/M79/Y100/K00

- **Orange 2**
  - C0/M63/Y100/K00

- **Yellow**
  - C00/M47/Y100/K00

- **White**
  - C00/M00/Y00/K00
Dressed for the occasion

With the eyes of the world turning towards us, we need to dress for the occasion. So we’ve made it easy for you, by creating a whole new look and feel for this special celebration. We have christened this major event branding ‘Titans’, because when it comes to Golf, that’s what we are: Titans of Golf. Need proof, then consider this: home to the new event ISPS HANDA World Invitational; host of The 148th Open at Royal Portrush; not to mention over 90 superb courses dotted across Northern Ireland. Quite simply, Northern Ireland is a golfer’s paradise.

Pin-flags
Of course, pin-flags are the international symbol for golf. And they will play a special role when golf-fever starts spreading. Lamp posts, trees and buildings will come alive with colour all across Northern Ireland.

Our Titans
These titans represent everything that makes NI golf special. The courses, the players, the tournaments, the landscape, the fans and every single person who joins in the fun. The titans represent us all, and we can all display them with pride.
These activation concepts are for illustrative purposes only.

BIG opportunities are coming.
Every business now has a chance to put themselves at the heart of Northern Ireland’s biggest ever sporting celebration. Get ready by dressing your business for the occasion. These striking titans and pin-flags help celebrate this golden era in Northern Ireland golf, and they ensure everyone knows you’re a proud supporter.

Flag up your support

These activation concepts are for illustrative purposes only.
**Primary Brand Marque**

Our primary brand marque combines the pin-flag graphic device and the Northern Ireland Made for Golf (NIMFG) logo. The NIMFG logo can be produced in any of the colours picked from the graphic device.

**Secondary Brand Marque Options**

These secondary marques show our titan characters and help build the buzz for the upcoming events.
There are tons of ways to take part. Show your support by splashing some colour across your home, business, workplace or classroom.

Whether you’re having a picnic in the park or running a restaurant, you can still bring the festivities to your feast. Give your guests a golfing surprise and fly the flag for Northern Ireland golf.
Empty belly posters

Say something about your business here

Live music each night of the Irish Open!

Visual example
Brand examples

Window stickers

Bunting
Brand examples

Large banners

Northern Ireland Made for Golf
Northern Ireland Brand examples

Rory McIlroy. Graeme McDowell. Darren Clarke. Golfing is in their blood. But they became champions by playing some of the most challenging and rewarding courses in the world. Here. In Northern Ireland. Home of world class links, parklands and lakelands. With over 80 skill-building courses you’re sure to find the one to inspire and drive your desire to come back again and again – and bring out the champion in you.

Welcome to a land of legends
In Northern Ireland, our golf courses are as world class as our golfers
Plan your world class visit at discovernorthernireland.com/golf
Event branding

Tear drop (NI Brand style)

Pop-up (NI Brand style)
Swing into action

Use existing marketing platforms to get your message out there.

1. Use the Made for Golf Logo

Ensure you make the best use of the Made for Golf logo which can be accessed via the Media Library -
E: medialibrary@tourismni.com  W: medialibrary.tourismni.com

2. Get online

If you have a themed event which you would like to appear on discovernorthernireland.com, please email the details through to us for consideration. If you want to provide a special offer over the period, please email details to the Visitor Information Unit at:
E: tidi@tourismni.com

3. Get social

Follow Discover Northern Ireland on Facebook, Twitter and Instagram for all the very latest golf event news, videos and photographs. Contact us for digital promotional opportunities and content sharing.

Shout about what you are planning for The 148th Open on your business social media platforms and include the official event hashtag to join the conversation - #TheOpen. Likewise, share what you are planning for the ISPS HANDA World Invitational by using #WorldInvitational. This will allow us to find and curate posts on social channels.

175k Likes  111k Followers  51k Followers
E: digital@tourismni.com

4. Stay and play

Put together a ‘stay and play’ package with your local course to attract golf visitors and tell us about it. We can then promote through the Golf section of our website, through ezines to golfers and dedicated golf social media posts.
E: golf@tourismni.com

5. Travel updates

Make sure you keep up to date of the travel arrangements which will be widely publicised once finalised.

6. Download our toolkit

You can download this toolkit from our media library, and even get images and footage of our courses throughout Northern Ireland – all for free.

Keep checking for updates too - new materials will be added as we get closer to the event.

Toolkit and assets all available to download at – medialibrary.tourismni.com
Tourism Northern Ireland has a range of marketing platforms to help promote your business to the golf market.

1: Golf Marketing Campaigns
From time to time Tourism NI will deliver Stay and Play campaigns to key markets promoting the golf tourism product to keen golfers both here in NI and Republic of Ireland and further afield in conjunction with our partners Tourism Northern Ireland.

The main opportunity here is to respond to the campaign call out to provide Stay and Play offers that are appealing to the target golf market. All suitable offers will be showcased in the campaign and on discovernorthernireland.com.

2: Content
Tourism NI has a Northern Ireland and Republic of Ireland Destination PR Team and a Social Media Team who have a range of outlets for golf related content. So let us know about new product developments, new Stay and Play offers, amateur competitions, interesting stories that golf visitors will be interested in and we can promote!

3: Discovernorthernireland.com
Northern Ireland based golf tourism businesses can promote their services for free through our consumer website which receives over 4 million visitors per year. There is a specific golf section which details ideas for itineraries, courses to play, off course activity and golf friendly accommodation. For more details contact tidi@tourismni.com

4: Golf Trade & Consumer Shows 2019
Golf Trade Shows provide a valuable platform to promote your business to tour operators who programme Northern Ireland on a range of golf itineraries. Golf consumer Shows are a great opportunity to meet golfers and potential visitors and enables you to sell directly to them.

Trade events for golf industry
• PGA Show, Orlando, January
• NI Golf Tourism Convention, 30 April, Slieve Donard
• North American Golf Tourism Convention (NAC), June, Texas
• International Golf Travel Marketing (IGTM), October, Marrakech
• Irish Golf Tour Operator Association (IGTOA) Conference, October, Ballybunion

Consumer golf events
• Rhein Golf Fair, February, Dusseldorf
• Dubai Duty Free Irish Open 2019, July, Lahinch Golf Club
• The 148th Open, July, Royal Portrush
• ISPS HANDA World Invitational 2019, Galgorm Castle & Masserene Golf Clubs
• BMW Championship, September, Wentworth (UK)

Tourism Northern Ireland work alongside other tourism bodies including Tourism Ireland and Fáilte Ireland at various golf events. To receive notifications of these events, please contact golf@tourismni.com to join the database.

5: Tourism Ireland - Industry Opportunities Website
This website is a dynamic tool for Northern Ireland Golf tourism industry, providing “always on” access to a global audience. On this website you will find a range of partnership opportunities from all overseas market offices allowing you to gain exposure. Opportunities are listed under the following headings:
• Advertising
• Trade and Consumer Events
• Direct and e-Marketing
• Social Media
• Publicity

Register to receive regular updates and make sure to tick the “Golf” box.
tourismireland.com/industryopportunities

Remember our golf visitors are mainly from overseas so Tourism Ireland’s platforms are of vital importance.

Make the most of these marketing platforms for your business!
Ready to tee-off?