Golf Tourism Marketing

A practical toolkit for golf events and golf marketing
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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 £33m per year at the moment and even bigger numbers are expected very soon.

£35.6m is generated from golf tourism in Northern Ireland per annum

25% of golf visitors’ spend is on green fees

£50m per annum is the target by 2020

122,000 golf visitors per year

Our key golf markets are North America, Nordics, Germany, Great Britain, Republic of Ireland

Northern Ireland Golf Tourism Monitor 2016
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>Market</th>
<th>USA, Canada, GB (limited)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivations/Needs</td>
<td>✓ Ticking the box of famous courses</td>
<td>✓ Not price sensitive</td>
</tr>
<tr>
<td></td>
<td>✓ High value experiences</td>
<td>✓ Direct flights</td>
</tr>
<tr>
<td></td>
<td>✓ 4*/5* accommodation</td>
<td>✓ Long lead times</td>
</tr>
<tr>
<td></td>
<td>✓ Role of tour operators crucial</td>
<td>✓ Best of Northern Ireland itineraries</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Four Balls</th>
<th>Market</th>
<th>Germany &amp; Nordics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivations/Needs</td>
<td>✓ New experiences</td>
<td>✓ Book independently</td>
</tr>
<tr>
<td></td>
<td>✓ Pre booked tee times</td>
<td>✓ Happy to combine links &amp; parkland</td>
</tr>
<tr>
<td></td>
<td>✓ Opportunity to package parkland</td>
<td>✓ Interest in other NI experiences</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Couples Golf</th>
<th>Market</th>
<th>GB, ROI, Germany &amp; Scandinavia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivations/Needs</td>
<td>✓ Open to short breaks and longer stays</td>
<td>✓ Happy to combine links and parkland</td>
</tr>
<tr>
<td></td>
<td>✓ Emphasis on quality of parkland experience</td>
<td>✓ Genuine NI experience</td>
</tr>
<tr>
<td></td>
<td>✓ Hospitality and culture important</td>
<td>✓ Historical / boutique accommodation</td>
</tr>
<tr>
<td></td>
<td>✓ Tailored programmes</td>
<td>✓ Memorable experiences</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Value Golf Seekers</th>
<th>Market</th>
<th>GB, ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivations/Needs</td>
<td>✓ Value for money</td>
<td>✓ Quality of experience is important</td>
</tr>
<tr>
<td></td>
<td>✓ Travel in groups</td>
<td>✓ Pre-booked &amp; flexible tee times required</td>
</tr>
<tr>
<td></td>
<td>✓ Happy to combine links &amp; parkland</td>
<td>✓ Happy to combine links and parkland</td>
</tr>
<tr>
<td></td>
<td>✓ Emphasis on quality of parkland experience</td>
<td>✓ Food and drink important</td>
</tr>
<tr>
<td></td>
<td>✓ Short breaks</td>
<td>✓ Direct access</td>
</tr>
<tr>
<td></td>
<td>✓ Late bookings common</td>
<td>✓ New / undiscovered experiences to try</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Society Golf</th>
<th>Market</th>
<th>GB, ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivations/Needs</td>
<td>✓ Travel in groups</td>
<td>✓ Pre-booked &amp; flexible tee times required</td>
</tr>
<tr>
<td></td>
<td>✓ Happy to combine links and parkland</td>
<td>✓ Value for money</td>
</tr>
<tr>
<td></td>
<td>✓ Add on packages</td>
<td>✓ Quality experience</td>
</tr>
<tr>
<td></td>
<td>✓ Availability of experiences for the predominantly male market</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Corporate Golf</th>
<th>Market</th>
<th>GB, ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivations/Needs</td>
<td>✓ Decision made by Senior Management Team</td>
<td>✓ Not price sensitive</td>
</tr>
<tr>
<td></td>
<td>✓ Corporate meetings</td>
<td>✓ Resort golf packages</td>
</tr>
<tr>
<td></td>
<td>✓ Add on packages</td>
<td>✓ Availability of experiences for the predominantly male market</td>
</tr>
</tbody>
</table>
Two massive tournaments are about to bring golf fever to the fore in Northern Ireland. Over the next two years, we will host the Dubai Duty Free Irish Open 2017 at Portstewart, the Northern Ireland Open at Galgorm Castle, The 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.
The biggest hitter in this golf-fest will be The Open Championship 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 tournament 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.
Northern Ireland Open

Northern Ireland’s very own annual European Challenge Tour event, this is an opportunity to see the next generation of McIlroys, Clarkes and McDowells, all on your doorstep!

Now in its fifth year, the exciting NI Open is one of the best supported events on the European Challenge Tour’s international schedule. And now with an innovative new format, including ‘Shootout Sunday’, record attendances are guaranteed.

A must-see event for all golf fans!

The Northern Ireland Open at Galgorm Castle

10 - 13 August 2017

Galgorm Castle Golf Club

Galgorm Castle Golf Club
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.
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.

Northern Ireland Made for Golf
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
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: 3 Major Golf Champions; Dubai Duty Free Irish Open 2017; home to the Northern Ireland Open; host to the 2019 Open Championship; home to the world’s number 1 course, not to mention 90 superb courses dotted across Northern Ireland. Quite simply, Northern Ireland is a golfer’s paradise.

**Graphic device**
You’ll see lots of this stunning design soon. You’ll also notice the triangles look like...

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

**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.
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.

These activation concepts are for illustrative purposes only.
Working with the brand

**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.
INTEGRATING EVENT INFORMATION
Here are a few examples of how the brand sits with the Dubai Duty Free Irish Open or the Northern Ireland Open information and official event logos.

How to use – Please note that permission is required to use the official tournament logo. Please follow the simple approval process as outlined on our media library.
medialibrary.tourismni.com

Please contact Tourism NI regards use of Dubai Duty Free Irish Open logo.
There are tons of ways to take part. Show your support by splashing some colour across your home, business, workplace or classroom.

Please contact Tourism NI regards use of Dubai Duty Free Irish Open logo.

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!

Please contact Tourism NI regards use of Dubai Duty Free Irish Open logo.

Visual example
Please contact Tourism NI regards use of Dubai Duty Free Irish Open logo.
Large banners

Northern Ireland Made for Golf

Brand examples

Please contact Tourism NI regards use of Dubai Duty Free Irish Open logo.
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 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.
PowerPoint templates
Event branding

- Tear drop (NI Brand style)
- Pop-up (NI Brand style)

Royal Greens

Legends are made here
Get creative!

The Chamber of Commerce in partnership with Causeway Coast and Glens Borough Council and Tourism NI are organising a Best Dressed Shop Front, Window or Building Competition to celebrate the arrival of the Dubai Duty Free Irish Open to the Causeway Coast and Glens area. There will be great prizes up for grabs with the overall winner receiving 2 VIP tickets to the Dubai Duty Free Irish Open.

Packs containing bunting, posters and a window sticker will be available free of charge to use in your themed displays from Monday 5th June 2017 and may be collected from the four main council offices and Causeway Chamber of Commerce offices. Further promotional material is available from Tourism NI Media Library. Register your interest before Friday 26th May 2017 by emailing your business and contact details to info@causewaychamber.com. Judging will take place between Friday 16th June and Wednesday 28th June. The winner will be announced Friday 30th June.
Swing into action

Use existing marketing platforms to get your message out there.

1. Use the Tournament Logo

If you want to use the official European Tour Tournament logo, then please follow the process as outlined on our Media Library. Check out all the details in the special Dubai Duty Free Irish Open section.

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  #DDFairishopen

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 Dubai Duty Free Irish Open on your business social media platforms and include the official event hashtag to join the conversation - #DDFairishopen. Likewise, share what you are planning for the Northern Ireland Open by using #niopen. This will allow us to find and curate posts on social channels.

155k Likes  86k Followers  28k 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  T: #niopen

5. Travel updates

Event transport details are currently being finalised for the Dubai Duty Free Irish Open and will be communicated through discovernorthernireland.com/irishopen

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

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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 Shows
Golf Trade Shows provide a valuable platform to promote your business to tour operators who programme Northern Ireland on a range of golf itineraries.

The main shows are as follows:
- PGA Show, Orlando, January
- Nordic Golf Travel Market, February
- Rhein Golf, Germany, March
- BMW Wentworth, UK, May
- Irish Open, Ireland, July
- North American Convention, USA, June
- IGTOA Annual Conference, Republic of Ireland, October
- International Golf Travel Market, Europe, December.

Tourism Northern Ireland usually arranges places for NI Golf Trade in partnership with Failte Ireland, under the Golf Ireland brand. 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?

Events team
Tourism Northern Ireland
Linum Chambers, Bedford Square,
Bedford St, Belfast BT2 7ES
T: 028 9044 1579
E: events@tourismni.com
www.tourismni.com /tnievents

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