



# 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 £42.6m per year at the moment and even bigger numbers are expected very soon.

Lough Erne Resort, Co. Fermanagh



**£42.6m**  
total economic  
impact per annum



**124,600**  
visitors per year



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



**£50m**  
from golf tourism  
per annum is the  
target by 2020



**£2,481**  
avg spend on  
golf holiday



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

# 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.

## Trophy Hunters

### Market

USA, Canada, GB (limited)

### Motivations/Needs

- ✓ Ticking the box of famous courses
- ✓ Not price sensitive
- ✓ High value experiences
- ✓ Direct flights
- ✓ 4\*/5\* accommodation
- ✓ Long lead times
- ✓ Role of tour operators crucial
- ✓ Best of Northern Ireland itineraries

## Four Balls

### Market

Germany & Nordics

### Motivations/Needs

- ✓ New experiences
- ✓ Book independently
- ✓ Pre booked tee times
- ✓ Happy to combine links & parkland
- ✓ Opportunity to package parkland
- ✓ Interest in other NI experiences

## Couples Golf

### Market

GB, ROI, Germany & Scandinavia

### Motivations/Needs

- ✓ Open to short breaks and longer stays
- ✓ Happy to combine links and parkland
- ✓ Emphasis on quality of parkland experience
- ✓ Genuine NI experience
- ✓ Hospitality and culture important
- ✓ Historical / boutique accommodation
- ✓ Tailored programmes
- ✓ Memorable experiences

## Value Golf Seekers

### Market

GB, ROI

### Motivations/Needs

- ✓ Value for money
- ✓ Quality of experience is important
- ✓ Travel in groups
- ✓ Pre booked tee times
- ✓ Happy to combine links & parkland
- ✓ Emphasis on quality of parkland experience
- ✓ Food and drink important
- ✓ Short breaks
- ✓ Late bookings common
- ✓ Direct access
- ✓ New / undiscovered experiences to try

## Society Golf

### Market

GB, ROI

### Motivations/Needs

- ✓ Travel in groups
- ✓ Pre-booked & flexible tee times required
- ✓ Happy to combine links and parkland
- ✓ Value for money
- ✓ Quality experience
- ✓ 3\* plus accommodation
- ✓ Friendly welcome

## Corporate Golf

### Market

GB, ROI

### Motivations/Needs

- ✓ Decision made by Senior Management Team
- ✓ Not price sensitive
- ✓ Corporate meetings
- ✓ Resort golf packages
- ✓ Add on packages
- ✓ Availability of experiences for the predominantly male market



# 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 148<sup>th</sup> 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 OPEN<sup>®</sup>

148<sup>TH</sup> ROYAL PORTRUSH

## A huge 2019

The biggest hitter in this golf-fest will be The 148<sup>th</sup> 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!



GALGORM CASTLE  
GOLF CLUB

The Northern Ireland Open in 2017 at Galgorm Castle



Galgorm Castle Golf Club



Galgorm Castle Golf Club





# 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'

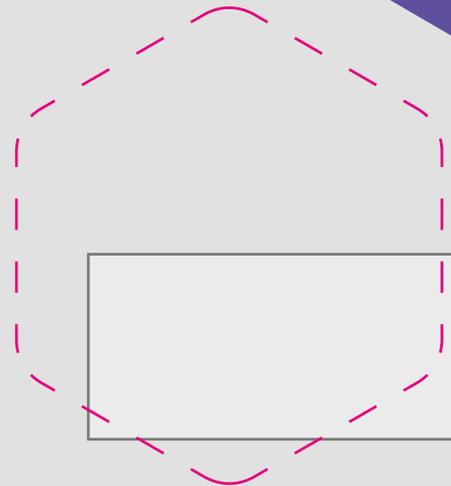
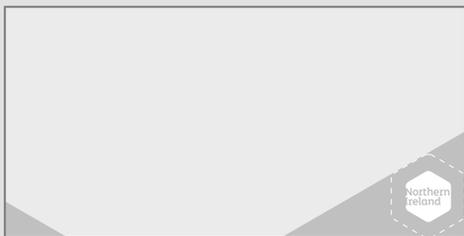
Pointing visitors towards the top local bars and restaurants is always a great way to enhance their golf getaway. The more you can offer, the more guests will recommend you to fellow golf fans they meet.

# The Northern Ireland Brand



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 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 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

## Northern Ireland Made for Golf

## 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



## 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 148<sup>th</sup> 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

# Flag up your support

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.



# Brand examples



There are tons of ways to take part. Show your support by splashing some colour across your home, business, workplace or classroom.



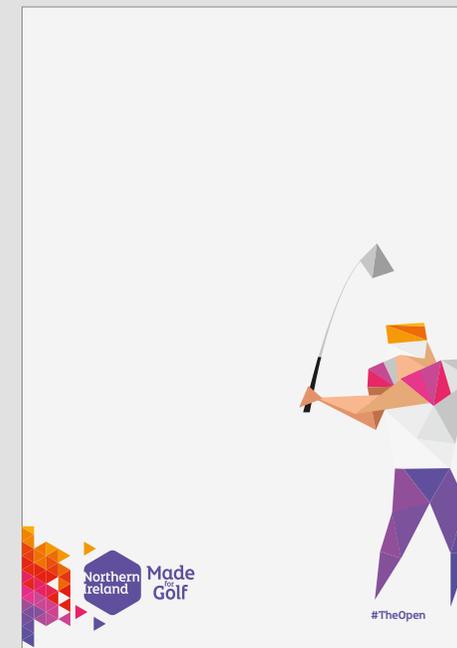
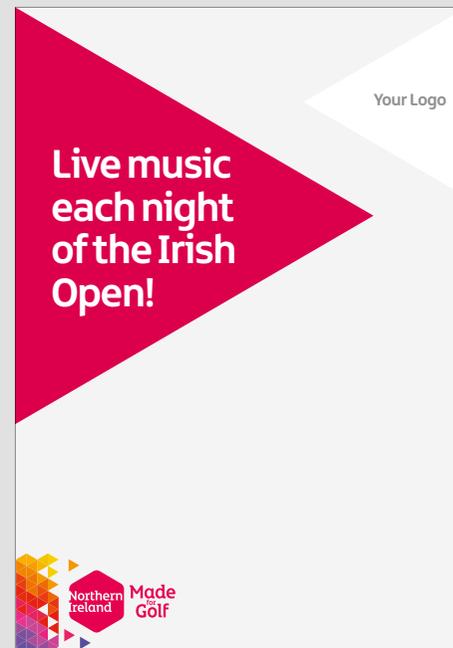
Whether you're having a picnic in the park or running a restaurant, you can still bring the festivities to your feast. Give your guests a golfing surprise and fly the flag for Northern Ireland golf.

# Brand examples

## Empty belly posters

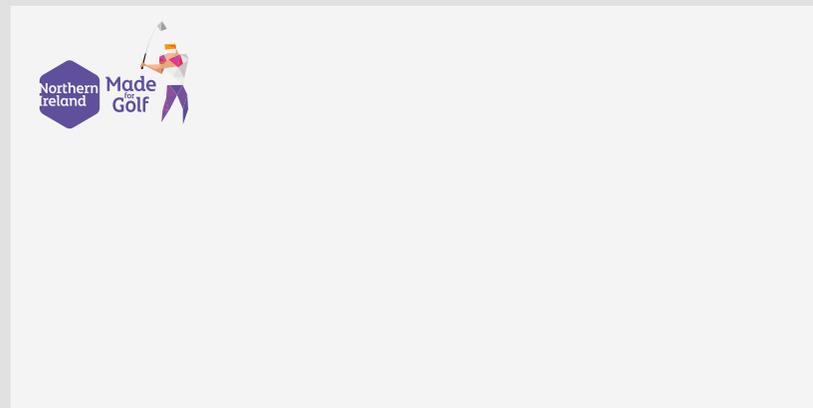
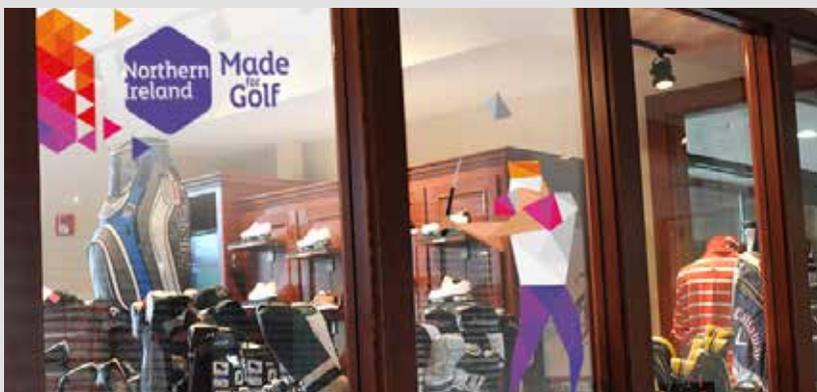


Visual example

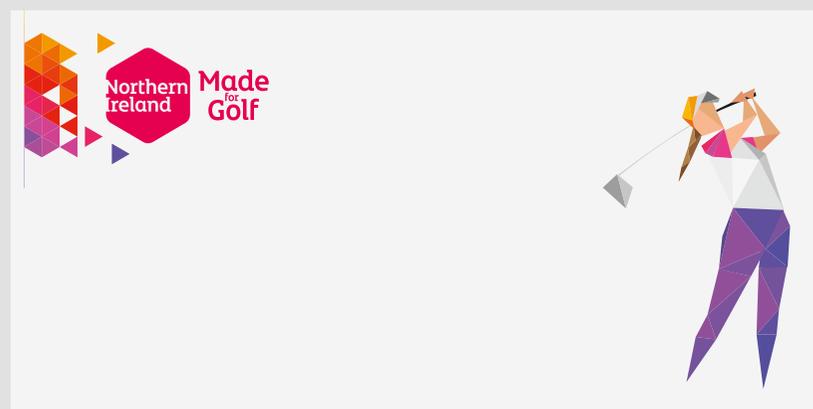
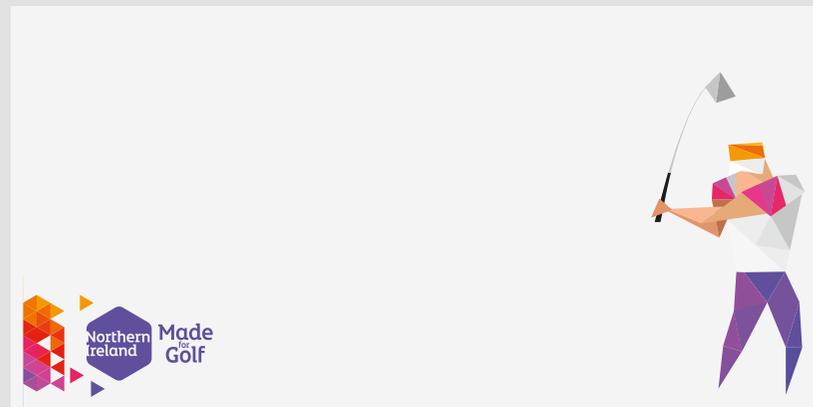


# Brand examples

## Window stickers

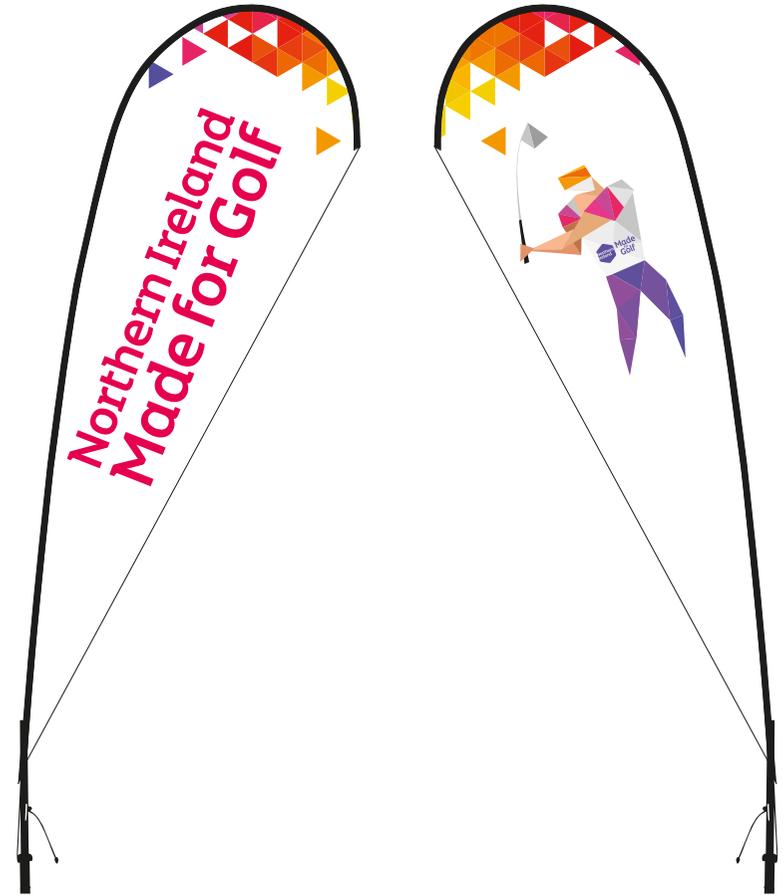


## Bunting



## Brand examples

### Large banners



# Northern Ireland Brand examples



Empty belly layout examples

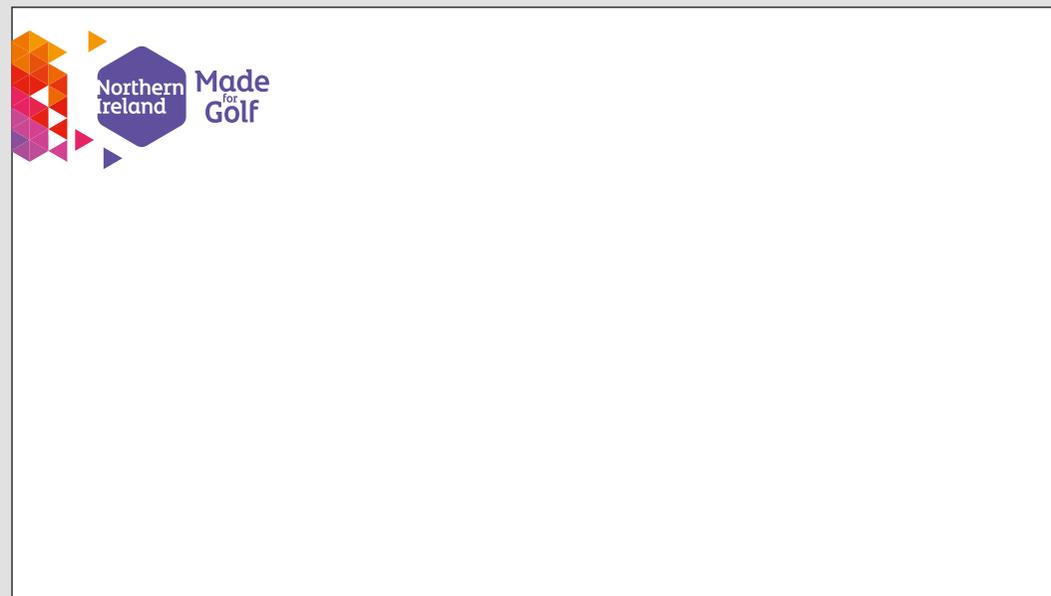


Press



Leaderboard (web banner)

PowerPoint  
templates



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](mailto:medialibrary@tourismni.com) **W:** [medialibrary.tourismni.com](http://medialibrary.tourismni.com)

## 2. Get online

If you have a themed event which you would like to appear on [discovernorthernireland.com](http://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](mailto: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 148<sup>th</sup> 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

**#NIMadeforGolf**

**E:** [digital@tourismni.com](mailto: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](mailto: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](http://medialibrary.tourismni.com)

# How to get involved



**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](http://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 4million 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](mailto: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 148<sup>th</sup> Open, July, Royal Portrush
- ISPS HANDA World Invitational 2019 August, 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](mailto: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](http://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?



## **Golf Tourism Marketing team**

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