

# GOLF Tourism Marketing

A practical toolkit for golf  
events and golf marketing



TOURISM  
NORTHERN  
IRELAND



Northern  
Ireland  
Made  
for  
Golf



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Northern Ireland is a major golfing destination enjoyed by thousands across the globe. For a small country, we boast a wealth of world-class golfers and our courses are well above par too. We have some of the best golf in the world with 90 golf clubs, all somehow squeezed into almost 5,500sq miles of lush landscape.

With so much to offer, we are a leading golf destination and we have plenty to be excited about. Golf tourism generates revenue into local business and our economy. In 2019 alone, golf tourism revenue accounted for £52m and we anticipate this to grow as we continue navigating recovery post Covid pandemic.

These are pre-pandemic figures and will be central to the recovery ambitions of golf in Northern Ireland and central to Tourism NI's future golf strategy.



# 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

Northern Ireland is the home of great golf events. In 2019 Northern Ireland experienced a highlight year as a golf destination with the return of The Open hosted at Royal Portrush Golf Club for the second time in history.

Following the success of The Open, The R&A have announced that The Open will return to Royal Portrush Golf Club in 2025. This provides an invaluable opportunity to build on the legacy of The 148th Open for all of our industry.

Additionally, for the first time we hosted The ISPS HANDA World Invitational Mens I Womens Tournament at Galgorm Castle and Massereene Golf clubs. The event has continued to grow from strength to strength, with an increased prize fund and exciting pre-qualifier events.

Northern Ireland also hosts several amateur events annually across the province for visitors to participate in.

Golf in Northern Ireland is on peoples minds after previous tournaments placing us at the centre of the golfing world. Whether it's for playing or spectating, there's a thriving competitive golf scene in Northern Ireland and we have an exciting opportunity to give visitors a trip to remember.

We are delighted to support our industry with opportunities as events are safely returning to normal. Events are a significant revenue generator for Golf Clubs and they are an important aspect to consider in the future as tourism returns to normal.



ISPS HANDA World Invitational 2021



Northern Ireland Open 2020

# History of great golf events

## The 148th Open, Royal Portrush 2019

The Open quickly became the fastest-selling event in the Championship's history, and with over 237,000 spectators it broke more records as the best-attended Open outside of St Andrew's, the home of golf.

In an electric atmosphere at Royal Portrush, all of the players, particularly Lowry, McIlroy, McDowell and Clarke, received phenomenal support from fans, while a number of international golfers made high-profile visits to the attractions on their doorstep along the Causeway Coast.

## ISPS HANDA World Invitational

The ISPS Handa World Invitational was the first event of its kind in Europe and took place at Galgorm Castle and Massereene Golf Club in 2019. It was transformed into a new global event for men and women professionals in 2019.

This progressive move was made possible when ISPA HANDA and long-time partners of the NI Open, Modest! Golf, engaged with organisers and bought into the long-term vision for this unique event.

This event welcomed men and women playing the same golf courses, at the same time, competing for equal prize money. Our very own Stephanie Meadow took the female title and Jack Senior won the male title. 2021 saw the event elevated to a tri-sanctioned event, the first of its kind in the Northern Hemisphere with The European Tour, LPGA Tour and Ladies European Tour joining forces. It returned again for a successful year in 2022.

## Dubai Duty Free Irish Open

Later in September the same venue hosted the 2020 Dubai Duty Free Irish Open. In a historic moment for the venue, it was the first time the Ballymena golf course has hosted the island of Ireland's national Open. The tournament welcomed exciting names, with Shane Lowry returning to Northern Ireland for the first time since his iconic win at The 148th Open at Royal Portrush. It was John Catlin, an aspiring American golfer who took the 2020 Dubai Duty Free Irish Open title.

## The Northern Ireland Masters hosted by Jonathan Caldwell

There hadn't been a local event on the satellite tour since 2012 when the NI Open was played at Galgorm Castle, but that changed last year Caldwell brought the Tour back to our shores. The NI Masters were played at Clondeboy Golf Club on its revised schedule.

## Northern Ireland Open Presented by Modest! Golf Management

The 2021 NI Open took place at one of Antrim's most scenic venues at Cairndhu Golf Club and was part of the UK and Ireland's Clutch Pro Tour. For over a decade the NI Open has been played at Galgorm. Last year the NI Open moves to Cairndhu where men and women professionals had the chance to win a place at the ISPS HANDA World Invitational through this dedicated qualifying event. Kinsale's John Murphy was a fine winner, with England's Thalia Martin finishing as leading female. The 2022 NI Open promises to be another exciting, elevated event with the Clutch Tour forming part of the NI Swing, which includes The NI Masters at Clondeboy Golf Club the week before.



The impact of the event was **monumental**



**Record Breaker**  
237,750 spectators, setting an attendance record for a Championship



**International**  
Over half of the spectators came from outside of Northern Ireland.



**Global Reach**  
Broadcast to 600 million homes worldwide with over 5400 hours of global television cover.



**Economic Benefit**  
Generated £106 million of combined economic benefit for Northern Ireland.



**Practice Days**  
Ticket sales surpassed previous records with 61,000 fans attending The 148th



**World Class**  
Royal Portrush voted Golf Digest No.8 course in the World 2019.



**Success!**  
Following the success of The 148th Open the R&A announced that The Open will return to Royal Portrush in 2025.



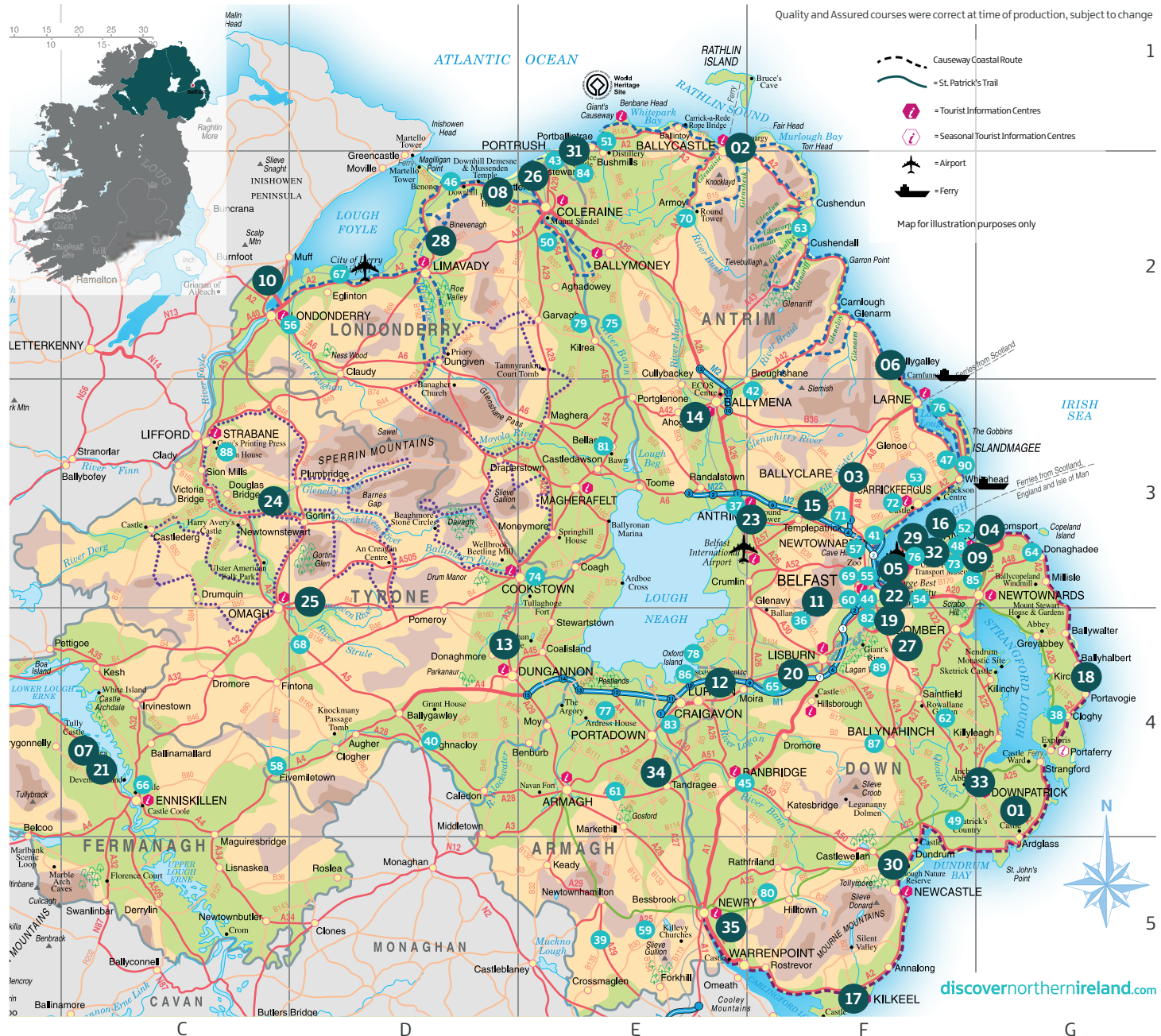
## Where to play

### Accredited Courses

- |    |                                |    |
|----|--------------------------------|----|
| 01 | Ardglass Golf Course           | E4 |
| 02 | Ballycastle Golf Club          | D2 |
| 03 | Ballyclare Golf Club           | F3 |
| 04 | Bangor Golf Club               | F3 |
| 05 | Belvoir Park Golf Club         | F4 |
| 06 | Cairndhu Golf Club             | E2 |
| 07 | Castle Hume Golf Club          | E1 |
| 08 | Casterock Golf Club            | F3 |
| 09 | Clandeboyne Golf Club          | F3 |
| 10 | Foyle Golf Centre              | C2 |
| 11 | Dunmurry Golf Club             | F3 |
| 12 | Edenmore Golf Club             | F4 |
| 13 | Dungannon Golf Club            | F3 |
| 14 | Galgorm Castle Golf Club       | C3 |
| 15 | Hilton Templepatrick Golf Club | E5 |
| 16 | Holywood Golf Club             | F3 |
| 17 | Kilkeel Golf Club              | E4 |
| 18 | Kirkistown Castle Golf Club    | F4 |
| 19 | Knock Golf Club                | F2 |
| 20 | Lisburn Golf Club              | F4 |
| 21 | Faldo Course                   | C4 |
| 22 | Malone Golf Club               | F4 |
| 23 | Massereene Golf Club           | E3 |
| 24 | Newtownstewart Golf Club       | D3 |
| 25 | Omagh Golf Club                | F3 |
| 26 | Portstewart Golf Club          | E2 |
| 27 | Rockmount Golf Club            | F4 |
| 28 | Roe Park Resort Golf Club      | D2 |
| 29 | Royal Belfast Golf Club        | F3 |
| 30 | Royal County Down Golf Club    | E3 |
| 31 | Royal Portrush Golf Club       | E2 |
| 32 | Shandon Park Golf Club         | F3 |
| 33 | St. Patrick's Golf Club        | G4 |
| 34 | Tandragee Golf Club            | E4 |
| 35 | Warrenpoint Golf Club          | E5 |

### The Best of the Rest

- |    |                              |    |
|----|------------------------------|----|
| 36 | Aberdelghy Golf Course       | F4 |
| 37 | Allen Park Golf Centre       | F3 |
| 38 | Ardminnan Golf Club          | E2 |
| 39 | Ashfield Golf Club           | E5 |
| 40 | Aughnacloy Golf Club         | F4 |
| 41 | Ballyearl Golf Club          | D4 |
| 42 | Ballymena Golf Club          | E3 |
| 43 | Ballyreagh Golf Club         | E2 |
| 44 | Balmoral Golf Club           | F3 |
| 45 | Banbridge Golf Club          | E4 |
| 46 | Benone Golf Course           | E2 |
| 47 | Benra Golf Course            | F3 |
| 48 | Blackwood Golf Centre        | F3 |
| 49 | Bright Castle Golf Course    | F4 |
| 50 | Brown Trout Golf Club        | E2 |
| 51 | Bushfoot Golf Club           | D4 |
| 52 | Carnalea Golf Club           | F3 |
| 53 | Carrickfergus Golf Club      | F3 |
| 54 | Castlereagh Hills Golf Club  | C2 |
| 55 | City of Belfast Golf Club    | F3 |
| 56 | City of Derry Golf Club      | C2 |
| 57 | Cliftonville Golf Club       | F3 |
| 58 | Clogher Valley Golf Club     | C4 |
| 59 | Cloverhill Golf Club         | E5 |
| 60 | Colin Glen Golf Club         | F4 |
| 61 | County Armagh Golf Club      | E4 |
| 62 | Crossgar Golf Club           | F4 |
| 63 | Cushendall Golf Club         | F2 |
| 64 | Donaghadee Golf Club         | G3 |
| 65 | Down Royal Park Golf Course  | F4 |
| 66 | Enniskillen Golf Club        | C4 |
| 67 | Faughan Valley Golf Club     | D2 |
| 68 | Fintona Golf Club            | D4 |
| 69 | Fortwilliam Golf Club        | F3 |
| 70 | Gracehill Golf Club          | E2 |
| 71 | Greenacres Golf Centre       | F4 |
| 72 | Greenisland Golf Club        | F3 |
| 73 | Helen's Bay Golf Club        | F3 |
| 74 | Killymoon Golf Club          | F5 |
| 75 | Kilrea Golf Club             | E2 |
| 76 | Larne Golf Club              | F3 |
| 77 | Loughgall Country Park       | G4 |
| 78 | Lurgan Golf Club             | E4 |
| 79 | Manor Golf Club              | E2 |
| 80 | Mayobridge Golf Club         | E3 |
| 81 | Moyola Park Golf Club        | E2 |
| 82 | Ormeau Golf Club             | F4 |
| 83 | Portadown Golf Club          | E4 |
| 84 | Rathmore Golf Club           | E2 |
| 85 | Scrabo Golf Club             | F3 |
| 86 | Silverwood Gold Centre       | E4 |
| 87 | Spa Golf Club                | F4 |
| 88 | Strabane Golf Club           | C3 |
| 89 | Temple Golf and Country Club | F2 |
| 90 | Whitehead Golf Club          | F3 |



1

2

3

4

5



# 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.

## 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.



# Introducing

## A new initiative

that will bring economic benefits to everyone involved in Northern Ireland tourism.

## A new experience brand

that has been tested locally and with key international markets to ensure it gives Northern Ireland prominence on the island of Ireland and internationally.

## A new approach

that will transform how potential visitors perceive Northern Ireland, how they experience it when they arrive, and what memories they share when they leave.

**This is the start of a ten year journey and a legacy that will last for generations.**

“ To make the most of this giant opportunity, we need to work together, share new ideas and build new partnerships. We hope you will join us on this exciting journey.”

**John McGrillen, CEO, Tourism Northern Ireland**



# Who is this for?

## This experience brand works for visitors

Thousands of potential visitors helped choose 'Northern Ireland – Embrace a Giant Spirit'. It made them want to visit because it promised adventure, authenticity and rich experiences. It's everything they want a destination to be.

## For the tourism industry

Tourism businesses need to live-up to the brand's promise. That's how guests will really experience our giant spirit and feel inspired to shout about it. So 'Northern Ireland – Embrace a Giant Spirit' becomes a valuable tool for businesses and a guide to delivering what guests want.

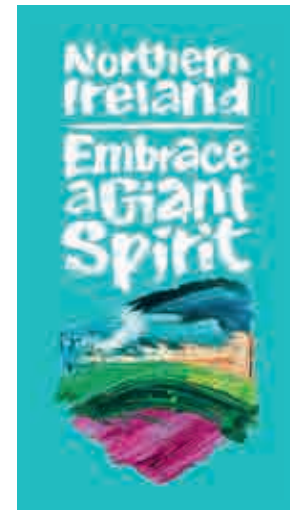
## And for all of us

The world knows us as big-hearted hosts and that goes beyond tourism. Whether we're driving a bus, serving behind a till, or just offering directions, we can still demonstrate our own giant spirit and awaken it in our visitors. In the end, this will benefit every one of us.

[Click here for full Embrace a Giant Spirit guidelines.](#)



Portrait version



White/Reversed version



Landscape version



Logo safe area



Minimum sizes



Mono version

## Consumer Brand Logo

The visual centrepiece of our new experience brand logo is a unique icon that reflects the things that visitors say matter most to them.

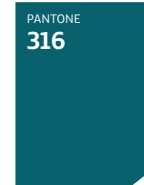
Research showed they want to see something that really stood out.

- Something energetic.
- That feels like a warm invitation.
- And gives them an authentic sense of who we are.

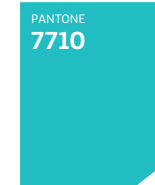
# Made for golf

We have a hugely impressive golf offering in Northern Ireland, from some of the top courses in the world, the best players and our wider tourist attractions all make it very appealing for major golf events to come here. For these reasons we have developed a Made for Golf brand to sit with the corporate and consumer tourism brands.

The logo shown here has been developed for this reason and all brand and design elements align strongly with the Northern Ireland - Embrace a Giant Spirit brand.



C86 M43 Y50 K40  
R23 G84 B89  
HEX #19585c



C70 M00 Y27 K00  
R44 G183 B194  
HEX #28b6c0



Reversed/white version

# Dressed for the occasion

With the launch of Embrace a Giant Spirit and so many golf visitors taking to our shores, we need to dress to impress. So we have made it easy for you.

We have created a golf friendly look and feel that compliments the new experience brand. The material available can be used to allow your businesses to come alive with the colours that represent Northern Ireland and it's giant spirit.

Although various golf tournaments have been postponed or cancelled, when they return, we want to help you to be ready to greet your guests the best possible way.

It will be as important to do this when visitors return as it was during The 148th Open for you to leave a lasting impression on your visitors.



Keep your eyes on our content pool at:  
[northernirelandscontentpool.com](http://northernirelandscontentpool.com)

# Flag up your support

Every business now has a chance to put themselves at the heart of Northern Ireland's Made for Golf brand. Now that business is returning to normal, get ready by dressing your business for the occasion.



These activation concepts are for illustrative purposes only.

# 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.



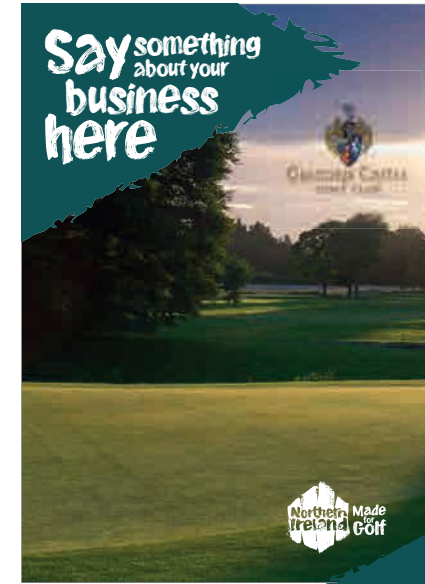
# Brand examples



Empty belly poster



Visual examples



Bunting



Window stickers



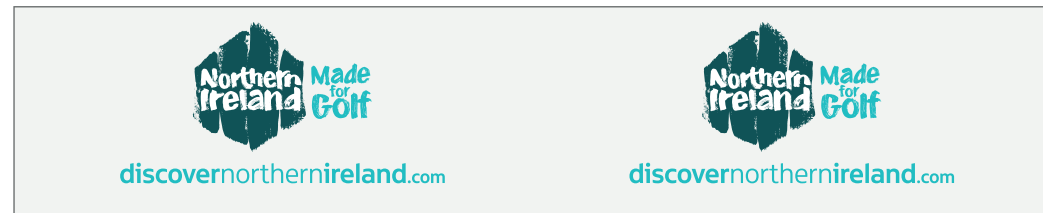
# Brand examples



Teardrop flags



Poncho



Course-side banners

# Event Sponsorship

## At the event - golf focused

At the events all material will carry the NI Made for Golf branding.

The dark green colour has been chosen, from the brand palette, to be applied to all event course-side hoarding. The simplified version of the NIMFG logo is applied on hoarding for legibility reasons.

This colour should be applied to all events hoarding (including non-golf events) to build a consistent look for the brand.

If you have an event that you think offer coverage of the NI Made for Golf brand, it may be something we can support with dressing. Reach out to [golf@tourismni.com](mailto:golf@tourismni.com) with event details.



Course-side hoarding





C86 M43 Y50 K40  
R23 G84 B89  
HEX #19585c

# Northern Ireland Brand examples

**Headline lorem ipsum  
sur dolor sit amet**

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**Welcome  
to a land of  
legends**

**In Northern Ireland, our golf courses  
are as world class as our golfers**

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.

Plan your world class visit at [discovernorthernireland.com/golf](http://discovernorthernireland.com/golf)

[discovernorthernireland.com](http://discovernorthernireland.com)



Press

Empty belly layout examples

# Northern Ireland Brand examples



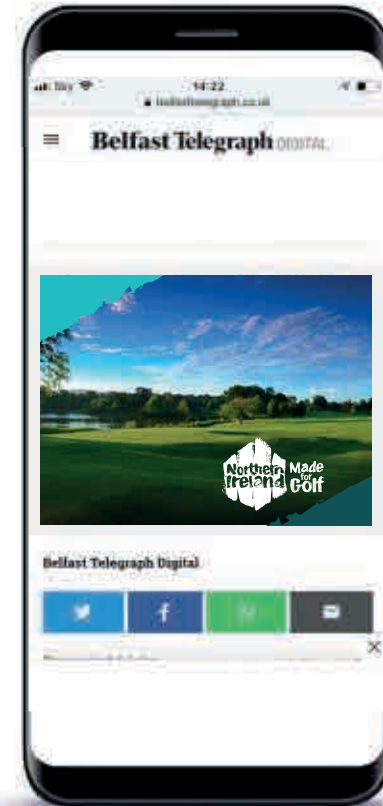
## Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit, sed diam nonummy
- Nibh euismod tincidunt ut laoreet
- Dolore magna aliquam erat volutpat.



Powerpoint templates



Mobile banner ad

# Northern Ireland Brand examples

Explore and share our dedicated NI Made for Golf GIFs! We have created these popular animated GIFs and they can be used for your golf visitors to mark key occasions during their game and throughout their visit. Your members & visitors can add them to their Instagram story by using the search words below.

GIFs are a brilliant tool to enhance pre-existing images and social media content. Animated images make communication more charismatic and engaging between the brand and your consumers especially when they are relevant to your audience. The effectiveness of a GIF can be further enhanced with the use of the right visual stimulation.

## Search terms:

[Discover NI](#)

[Discover Northern Ireland](#)

[NI Made For Golf](#)

[Northern Ireland made for golf](#)

[Made for golf](#)

[Northern Ireland Golf](#)

[Golf Ireland](#)

[Golf NI/ NI Golf](#)



#1 Logo



#2 Teeing off - Occasions



#3 Wee birdie - Celebrations



#4 Props

# Digital & social opportunities

Tourism NI manages a range of digital and social channels. Find out what these are and how you can get involved.

## DiscoverNorthernIreland.com

The official website of the Northern Ireland tourist board, providing an international audience with inspirational and informative content.

Partners receive a dedicated product listing and from that there are opportunities to be considered for;

- online editorial inclusion
- email marketing
- social media
- competitions
- digital partnerships
- influencer marketing

In 2022\* the consumer website received over 3.6 million visits from tourists seeking information on events, attractions, accommodation and things to see and do in Northern Ireland.

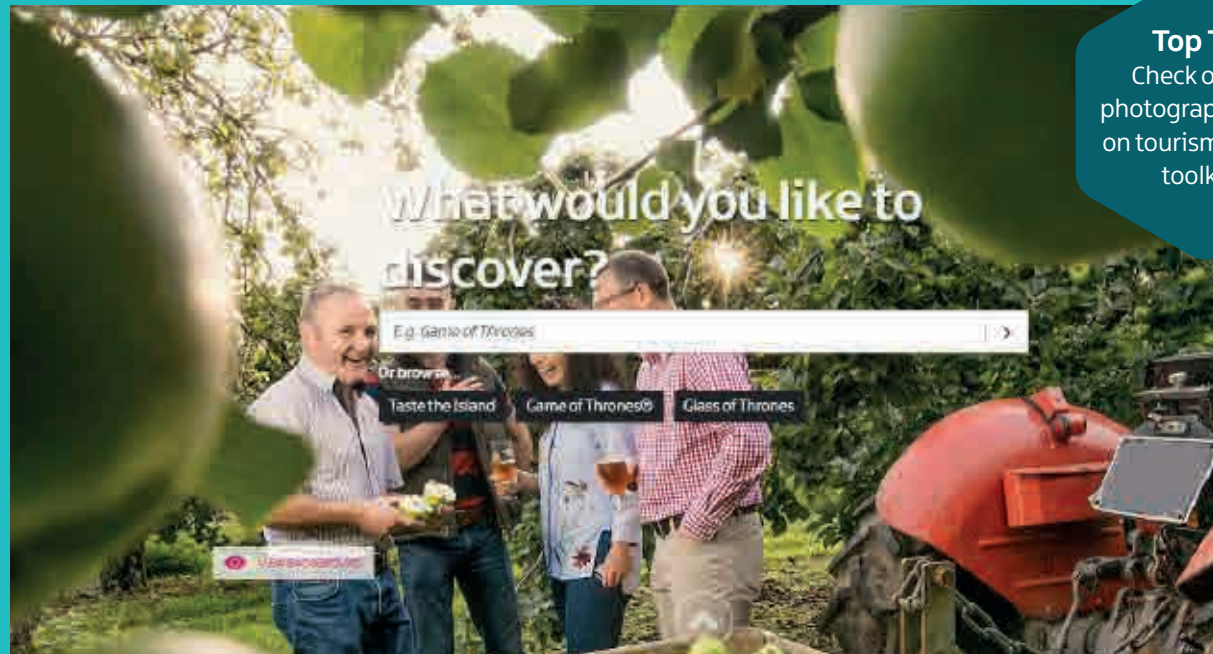
(\*Figures based on period Jan 2022 - Dec 2022)

Partners are encouraged to keep their listing up to date with fresh content and inspiring images. You can also submit offers at any time of the year, and where possible, we shall identify opportunities for promotion in line with our content plan.

**FREE** Inclusion on [discovernorthernireland.com](https://discovernorthernireland.com) is free of charge.

Who to contact:   
[tidi@tourismni.com](mailto:tidi@tourismni.com)

There is an opportunity to showcase what you have to offer by providing competitive and, where appropriate, complementary accommodation rates or hospitality for Influencer trips.



**Top Tip:**  
Check out our photography guide on [tourismni.com/toolkits](https://tourismni.com/toolkits).

# SOCIAL channels

With a continuously growing consumer and corporate footprint on social media, Tourism NI have a significant online presence.

## Facts & Figures

- **209,000** Facebook followers
- **119,000** @DiscoverNI Twitter followers
- **72,000** @NITouristBoard Twitter followers
- **76,000** Instagram followers
- Email database of over **30,000** contacts
- A rapidly growing presence on LinkedIn
- Last year we delivered over **6M** engagements across our social channels **38M** impressions from social media activity.
- The total reach for 2022 was 3.6M profiles on the Island of Ireland.

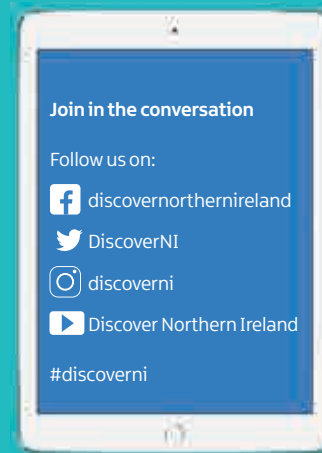
## How can you get involved?

- If you have interesting stories or quirky facts about your tourism business or local area, share your stories. If you are out and about, take great pictures. You can share your content using our hashtag #discoverni
- Encourage your visitors to share their experience using #discoverni
- Tourism NI run a number of activations and campaigns each year. You can send content, ideas and suggestions for consideration to **digital@tourismni.com**

There is also an opportunity to showcase what you have to offer by providing competitive and, where appropriate, complementary accommodation rates or hospitality for Influencer trips. You can send your product or experience for consideration to **digital@tourismni.com**

**FREE** Inclusion on these channels is free of charge.

Who to contact: \_\_\_\_\_  
[digital@tourismni.com](mailto:digital@tourismni.com)



# Visitor information

Given the daily contact with visitors, the visitor information centres (VICs) teams are a uniquely positioned sales and promotional platform for your business.

Keep your local VIC staff updated so that they can in turn signpost visitors to you. Many centres sell tickets on behalf of local tourism providers and can offer local artisans a space to promote their wares. They can also assist with uploading your information to [discovernorthernireland.com](http://discovernorthernireland.com)

Sign up with your local VIC staff to receive ezine updates on networking and training opportunities in the local area.

Who to contact:

[digital@tourismni.com](mailto:digital@tourismni.com)



Castlerock Golf Club, Co. Derry-Londonderry





# Visitor information centres



## BELFAST

### Belfast City

Visit Belfast (Belfast & NI)  
8-9 Donegall Square North,  
BT1 5GJ  
T: (028) 9024 6609

## AIRPORTS

### George Best Belfast City Airport

Sydenham Bypass,  
BT3 9JH  
T: (028) 9093 5372

### Belfast International Airport

Arrivals Hall, BT29 4AB  
T: (028) 9448 4677

## COUNTY ANTRIM

### Antrim

The Old Courthouse,  
Market Square,  
BT41 4AW  
T: (028) 9442 8331

### Ballycastle

Portnagree House Harbour &  
Marina Visitor Centre  
14 Bayview Road, BT54 6BT  
T: (028) 2076 2024

### Ballymena

The Braid,  
Ballymena Town Hall  
1-29 Bridge Street, BT43 4EJ  
T: (028) 2563 5010

## Ballymoney

Ballymoney Town Hall  
1 Townhead Street, BT53 6BE  
T: (028) 2766 0230

### Bushmills (seasonal)

Main Street  
Bushmills  
BT57 8QA  
T: (028) 2073 0390

### Carrickfergus

Carrickfergus Castle  
Marine Highway, BT38 7BG  
T: (028) 9335 8222

### Giant's Causeway

44 Causeway Road,  
Bushmills, BT57 8SU  
T: (028) 2073 1855 option 2

### Larne

The Gobbins, Isladmagee,  
BT40 3SL  
T: (028) 9337 2318

### Lisburn

15 Lisburn Square, BT28 1AN  
T: (028) 9266 0038

### Portrush (seasonal)

Portrush Town Hall,  
2 Kerr Street, BT56 8DG  
T: (028) 7082 3333

## COUNTY ARMAGH

### Armagh

40 English Street, BT61 7BA  
T: (028) 3752 1800

## COUNTY DOWN

### Banbridge

The Market House  
1 Scarva Street, BT32 3DA  
T: (028) 4062 0232

### Bangor

34 Quay Street, BT20 5ED  
T: (028) 9127 0069

### Downpatrick

The St. Patrick Centre  
53a Market Street, BT30 6LZ  
T: (028) 4461 2233

### Hillsborough

The Courthouse  
The Square, BT26 6AG  
T: (028) 9268 9717

### Kilkeel

The Nautilus Centre  
Rooney Road, BT34 4AG  
T: (028) 4176 2525

### Newcastle

10-14 Central Promenade,  
BT33 0AA  
T: (028) 4372 2222

### Newry

Bagenal's Castle  
Castle Street, BT34 2DA  
T: (028) 3031 3170

## Newtownards

31 Regent Street, BT23 4AD  
T: (028) 9182 6846

### Portaferry (seasonal)

The Stables  
Castle Street, BT22 1NZ  
T: (028) 4272 9882

## COUNTY FERMANAGH

### Enniskillen

Enniskillen Castle, BT74 7EF  
T: (028) 6632 3110

## COUNTY LONDONDERRY

### Coleraine

Town Hall, 35 The Diamond,  
BT51 1DP  
T: (028) 7034 4723

### Limavady

Roe Valley Arts Cultural Centre  
24 Main Street, BT49 0FJ  
T: (028) 7776 0650

### Londonderry / Derry

44 Foyle Street, BT48 6AT  
T: (028) 7126 7284  
From May 2020:  
Waterloo Place, BT48 6BT  
T: (028) 7126 7284

### Magherafelt

The Bridewell  
6 Church Street, BT45 6AN  
T: (028) 7963 1510

## COUNTY TYRONE

### Cookstown

The Burnavon  
Burn Road, BT80 8DN  
T: (028) 8676 9949

### Dungannon

Hill of The O'Neill  
Ranfurlly House Arts  
& Visitor Centre  
26 Market Square, BT70 1AB  
T: (028) 8772 8600

### Omagh

Strule Arts Centre  
Townhall Square, BT78 1BL  
T: (028) 8224 7831

### Strabane

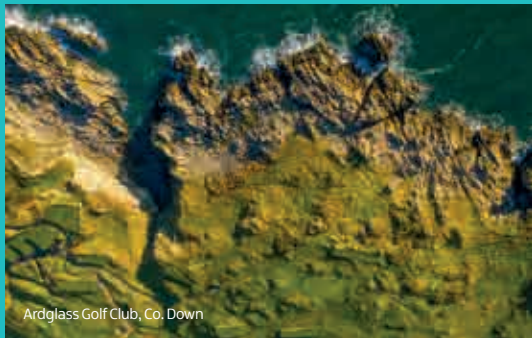
The Alley Arts and  
Conference Centre  
1a Railway Street, BT82 8EF  
T: (028) 7138 4444

# Tourism Enterprise Development Programme

The Tourism Enterprise Development (TED) Programme aims to address the gaps and opportunities for growth as identified by you. We have worked with industry partners and key stakeholders to carry out research into what you, the tourism industry of Northern Ireland, need to meet the objectives set for the future.

The TED programme has been developed to help you gain access to the training and resources your business needs to get to the next level.

For more information about upcoming events please visit [tourismni.com/ted](http://tourismni.com/ted)



Ardglass Golf Club, Co. Down



Are you on our mailing list for the latest news and training events? Visit [tourismni.com](http://tourismni.com) to sign up.



## Tourism Ireland industry opportunities

Tourism Ireland offer a range of industry opportunities throughout the year. Some of these have been captured on our 'at a glance' calendar. In addition to these there are opportunities in advertising, direct and e-marketing, publicity activities and website listing.

For more information  
[tourismirelandindustryopportunities.com](http://tourismirelandindustryopportunities.com)

## Visit Britain opportunities

Visit Britain offer a wide range of activities, often at low or no cost designed to help you grow your business.

For more information  
[visitbritain.org/opportunities](http://visitbritain.org/opportunities)



# Marketing Calendar



Golf club name:

This marketing calendar template is something you can use for your business in order to plan activity for the weeks and months ahead.

	April				May					June				July					August				September				October				
Activity Week commencing	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30
Facebook																															
Instagram																															
Website content																															
E-zines																															
In club advertising																															
Stay & Play offers: 4 ball/couples/ society Events																															
Trade Marketing: Tour Operator Activity PR																															
Other																															

# HOW to get involved

Tourism Northern Ireland has a range of marketing platforms to help promote your business to the golf market.

## 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 content pool -  
**E: [medialibrary@tourismni.com](mailto:medialibrary@tourismni.com)**  
**W: [northernirelandscontentpool.com](http://northernirelandscontentpool.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 or amateur tournament, please email details to the Golf marketing team at:  
**E: [golf@tourismni.com](mailto:golf@tourismni.com)**

## 3. 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)**

## 4: 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!

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

Register to receive regular updates and make sure to tick the "Golf" box.  
**[tourismireland.com/industryopportunities](http://tourismireland.com/industryopportunities)**

## 6: Download our toolkit

You can download this toolkit from our website at [tourismni.com](http://tourismni.com) and get several images and footage of our courses throughout Northern Ireland on our content pool, all for free. The content pool is currently going through a transition period and the team are working to add all content, if you have any issues please contact [golf@tourismni.com](mailto:golf@tourismni.com) directly.

For all Tourism NI toolkits & resources please visit:  
**<https://tourismni.com/Grow-Your-Business/toolkits-and-resources>**

**Make the most of these marketing platforms for your business!**

## 7: Golf Trade & Consumer Shows

Golf Trade Shows provide a valuable platform to promote your business to tour operators who programme golf trips to Northern Ireland. We are delighted that trade and consumer shows are now fully back to normal. Register for updates on industry information and key golf events here - **[www.tourismni.com/newsletter-sign-up/](http://www.tourismni.com/newsletter-sign-up/)**

Please see next page for a full list of golf trade & consumer events that are provisionally confirmed at present. In addition there may be other shows which we will recruit for directly as and when we have more details.

# HOW to get involved

## Upcoming golf trade events 2022/2023

- IAGTO Asian Golf Tourism Convention, Japan, 13-16 March 2023
- IAGTO North American Convention (NAC) Florida, 20-22 June 2023
- IAGTO Golf Ireland Convention, Northern Ireland 5-6 October 2023
- Irish Golf Tour Operator Association (IGTOA) Conference, Northern Ireland, 8-9 October 2023
- International Golf Travel Market (IGTM) Lisbon, 17-19 October 2023
- PGA Merchandise Show, Orlando, January 2024

## Professional Tournaments 2023

- ISPS Handa World Invitational Presented by Modest! Golf Management, Galgorm Golf Club, 17 - 20 August 2023
- NI Masters ,Clandeboyne Golf Club, 14 - 16 June 2023
- NI Open Clutch Tour Elevated Tournament, June, Galgorm Golf Club, 20 - 22 June 2023
- Horizon Irish Open 2023 - DP World Tour, The K Club, 7 - 10 September 2023

## Amateur Tournaments (some events tbc)

- Three Towers Tournament, April 2023
- Causeway Coast Tournament, June 2023
- County Down Golf Classic, October 2023
- Great North Links Challenge, October 2023

If your event is not listed here, please contact us to have this added to our channels.

## Amateur

If your event is not listed here, please contact us to have this added to our channels.

Additionally, in the build up to the Ryder Cup, Tourism Ireland/ Tourism Northern Ireland and Failte will partner on the 'Golf Ireland' stand to give industry the opportunity to represent across various markets.

See provisional shows below.

Provisional Ryder Cup Consumer Stands 2023		
Market	Event	Dates
The Netherlands	Dutch Open	May 25-28
Germany	Porsche European Open	June 01 - 04
Nordics	Volvo Car Scandinavian Mixed	June 08 - 11
Germany	BMW International Open	June 22 - 25
Great Britain	BMW PGA Championship	September 14 - 17
France	Cazoo Open de France	September 21-24
UAE	DP World Tour Championship	November 16 - 19

# We're here to help

## Tourism Northern Ireland Marketing Support

Tourism Northern Ireland is the national tourism agency, developing the golf tourism experience and ensuring that Northern Ireland is Made for Golf.

We actively seek to work with Tour Operators in market to support further programming of Northern Ireland golf clubs and resorts on itineraries.

### How we can help;

- Fam Trip Support for operators/ opportunity for industry to be involved with Fam Trips
- Trade & Consumer show platforms with Tourism Northern Ireland or Golf Ireland
- Media Library – creating and providing assets such as course photography, drone footage and a plethora of marketing assets. It is important to update us with new content that we can share with operators.
- Support with marketing, product ideas and points of contact
- Producing key marketing campaigns via our own channels and through partner agency. It is important to share your key offering with us to be involved

To discuss further, please contact the **Tourism Northern Ireland Golf Team**  
[golf@tourismni.com](mailto:golf@tourismni.com)  
**Floors 10-12, Linum Chambers,**  
**Bedford Square, Bedford Street, Belfast BT2 7ES**  
**Tel: +44 (0) 28 9023 1221**



### Who we are:



**George Diamondis**  
Golf Marketing Manager  
E: [g.diamondis@tourismni.com](mailto:g.diamondis@tourismni.com)



**Becca Tootill**  
Golf Marketing Executive  
E: [b.tootill@tourismni.com](mailto:b.tootill@tourismni.com)

### Useful links:

- Website:** [discovernorthernireland.com/golf](https://discovernorthernireland.com/golf)
- Youtube:** Please search 'Discover NI' where you will find our dedicated golf playlist alongside some destination content of Northern Ireland.
- Media Library:** [northernirelandscontentpool.com](https://northernirelandscontentpool.com)





# Ready <sup>to</sup> tee-off?

## Golf Tourism Marketing team

Tourism Northern Ireland  
Linum Chambers, Bedford Square,  
Bedford St, Belfast BT2 7ES

T: 028 9044 1641

E: [golf@tourismni.com](mailto:golf@tourismni.com)

[www.tourismni.com](http://www.tourismni.com)

Every care is taken to ensure accuracy. Tourism NI cannot accept responsibility for omissions or errors but these will be rectified in future publications when brought to our attention. This brochure was created in January 2023.



**TOURISM  
NORTHERN  
IRELAND**

