



THE GLOBAL GOLF TOURISM ORGANISATION

Tourist Board
Membership Benefits

Introduction	3	Photo & Video Libraries	16
Mission Statement	4	Weekly News Broadcast	17
IAGTO Membership by Category	5	Press Release Distribution	18
Strategy Development	6	IAGTO Facebook Group	19
Fam Tour Management	7	Golf Market Information	20
Asia Golf Tourism Convention	8	Global Golf Tourism Survey	21
North America Convention	9	Certificate & Logo	22
IAGTO European Convention	10	Service Provider Support	23
Destination Conventions	11	Tee Time Channel Manager	24
Increase Your Golf Tour Operator Sales	12	Quality Assured Certification	25
Tour Operator Profiles	13	Golf Tourism Accreditation	26
Destinations Promoted	14	Back Cover & Contact Info	27
Website Profile	15		

Introduction



Established in 1997 as the International Association of Golf Tour Operators, IAGTO quickly became recognized as the global trade organization of the golf tourism industry.

IAGTO's 600+ golf tour operators in 60+ countries are responsible for more than 90% of all international golf vacations sold worldwide.

With over 800 member golf courses in 90+ countries, IAGTO helps more golf clubs and golf resorts worldwide achieve their golf visitor objectives than any other organization.

With a membership of more than 100 tourist boards, IAGTO's unique position and experience has enabled it to support golf destinations develop and implement golf tourism strategies on every continent.

IAGTO has a presence in every golf destination and golf market on the planet and with our network of over 2300 member companies we are proud to have created the most pro-active, supportive and influential golf tourism organization in the world.

Mission Statement

All of IAGTO's activities, services and membership benefits are based on these founding principles

- To represent the interests of our members and the global golf tourism industry
- To create business opportunities for tour operators and golf tourism suppliers
- To raise awareness of our members' golf tourism products and destinations
- To promote the implementation of best practices in the golf tourism industry
- To generate and improve access to valuable market information
- To further the development of golf travel worldwide

IAGTO Membership by Category

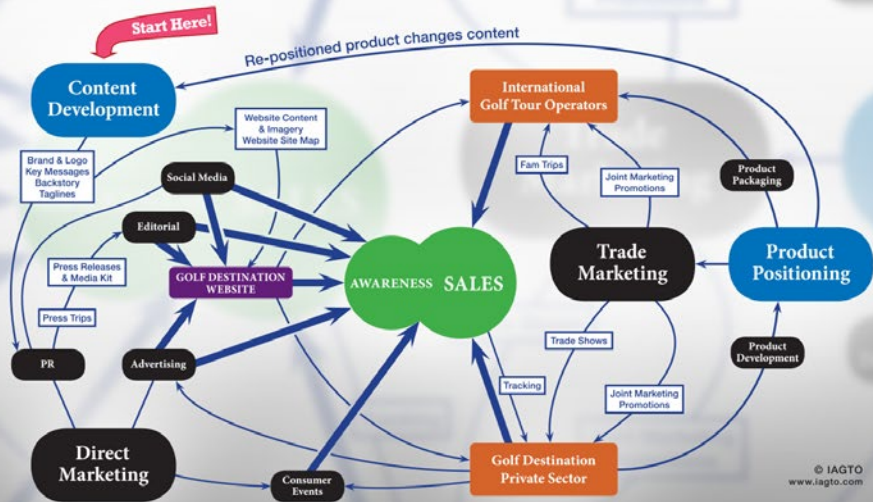
A snapshot as of August 2023



Strategy Development

Golf Tourism Promotion & Development Strategies

IAGTO has become the world leader in the development of golf tourism strategies, positioning destinations in the best possible way to attract more golf visitors and golf tour operators business. Strategy consultancy is supplementary to the annual membership fee.



Alabama Mega Fam - Robert Trent Jones ...

Alabama Mega Fam - Robert Trent Jones

Fam Tour Management

The most advanced Fam Tour service in the industry

Details						
Date From	Date To	Fam Tour	IAGTO Organized	IAGTO Escorted	Convention / Event	Golf Tournament
Sunday, 24 Sep 2017	Sunday, 01 Oct 2017	✓	✗	✓	✗	✗

Participants	
Participant	Status
[Redacted]	Approved

Do you already sell Fam Tour Destination?

i If the information provided here is not correct, please change it. We would like to keep a record of promote and sell the Fam Tour destination.

Destination	Featured
USA	<input checked="" type="radio"/> Yes <input type="radio"/> No
Alabama	<input type="radio"/> Yes <input checked="" type="radio"/> No

IAGTO operates a comprehensive Fam Tour Management System for our member golf destinations, including promotion, invitations, post-Fam survey, Fam Report and tour operator monitoring.

IAGTO operates over 20 fam tours per year for carefully selected golf tour operators.

Asia Golf Tourism Convention

The most important Asia Pacific golf travel event

Exclusive to IAGTO members this is an opportunity to meet up with golf tour operators featuring, promoting and selling golf vacations to destinations in the Asia Pacific region.



AGTC

Asia Golf Tourism
Convention

North America Convention

The most important golf travel event in North America

Exclusive to IAGTO members this is an opportunity to meet up with golf tour operators featuring, promoting and selling golf vacations to North America, Latin America & the Caribbean



NAC
North America Golf
Tourism Convention

IAGTO European Convention

The essential pre-scheduled meetings event in Europe

Two days of pre-scheduled appointments between tour operators selling European golf destinations and suppliers from the region. Simply the best value and most effective event in Europe.

[Back to Contents](#)



IAGTO EUROPEAN CONVENTION

Destination Conventions

Occasional Events for IAGTO Operators

IAGTO operates a regular Convention in Ireland and stages occasional events around the world, most recently in Spain, Japan and Mexico.



GIC
Golf Ireland
Convention



**IAGTO MADRID
TROPHY**
17-21 September 2023



JGTC
Japan Golf Tourism
Convention 2018



MGTC
Mexico Golf Tourism
Convention

Increase Your Golf Tour Operator Sales

Direct access to 600+ golf tour operators in 60+ countries

Quick Search

Search by Company Search by Contact

Company Name Contact Name

Advanced Search

Company Type: Category:

Location: Destination:

 Found 283 Members in 27 Countries

Country	Company/Webpage	Contact/Email	<input type="checkbox"/>	Category
Austria	BTU - Die Reserei Golf GmbH	btu@btu.at	<input type="checkbox"/>	Outbound Operator
Austria	Gruber-Golfreisen GmbH	gruber@gruber.at	<input type="checkbox"/>	Outbound Operator
Austria	Kuoni Golfreisen	kuoni@kuoni.at	<input type="checkbox"/>	Outbound Operator
Austria	Mader Reisen VertriebsGmbH	mader@mader.at	<input type="checkbox"/>	Outbound Operator
Austria	OMEGA Binder - Michael Binder	michael.binder@omega.at	<input type="checkbox"/>	Outbound Operator
Austria	Reisebüro Armbruster GmbH	armbruster@reisebuero.at	<input type="checkbox"/>	Outbound Operator
Austria	Springer Reisen	springer@springer.at	<input type="checkbox"/>	Outbound Operator
Belgium	Active Golf & ThalassoTravel	active@active.be	<input type="checkbox"/>	Outbound Operator
Belgium	Albatros Travel	albatros@albatros.be	<input type="checkbox"/>	Outbound Operator
Belgium	Exclusive Destinations	info@exclusive.be	<input type="checkbox"/>	Outbound Operator
	Luxy Travel	luxy@luxy.be	<input type="checkbox"/>	Outbound Operator
	Planet Golf	planet@planet.be	<input type="checkbox"/>	Outbound Operator

You will have direct access to, and detailed information on, tour operators controlling over 90% of international golf vacations sold worldwide, with a powerful Search Engine designed to help you find the operators your destination wishes to work with.

Tour Operator Profiles

Detailed Information on every Golf Tour Operator

Golfbreaks.com



Outbound Operator
 Golfbreaks.com
 Minton Place
 Victoria Street
 Windsor
 Berkshire SL4 3EG
 United Kingdom
 sales@golfbreaks.com
 www.golfbreaks.com



Golfbreaks.com, one of the world's largest and longest established golf travel companies, was formed in 1998 and now organises golf breaks, golf holidays and golf tournament experiences for over 230,000 golfers annually at over 2,500 resorts and golf courses in the UK, Europe and Worldwide.

With 21 years' experience and an expert team that is passionate about golf and travel, the company is known for delivering outstanding choice, value and service, with the reassurance and security of booking with a fully bonded travel company (both ABTA and ATOL in the UK).

The 150 staff in the UK Headquarters (Windsor, Berkshire) also support the overseas sales offices in the USA (Charleston, South Carolina) and Scandinavia (Copenhagen, Denmark).

What's in it for our customers?

- **Choice.** We offer more than 2,500 venues, from 5* luxury resorts to budget self-catering, from the UK to Dubai
- **Value.** There is a golf break to suit every budget and they're all covered by our Best Price Promise.
- **Service.** Our knowledgeable team are experienced in finding golfers the right holiday and booking all aspects of the breaks to make it as easy as possible.

What's in it for our partners?

Partnering with Golfbreaks brings a range of benefits including:

- Promotion of your venue to an extended database of over 1 million golfers from the UK, USA and Scandinavia
- Distribution throughout Tier 1 commercial partners
- Dedicated account management team and development of a sustainable, long term relationship
- Increased revenue for shoulder seasons by filling spare capacity
- Additional onsite revenue through food and beverage as well as Pro Shop sales
- Reduced administration
- Provision of regular Venue, Region and Country Management Information

Regional Offices

Destinations

Contacts

Primary Contact

Most Recent Press Releases [View All](#)

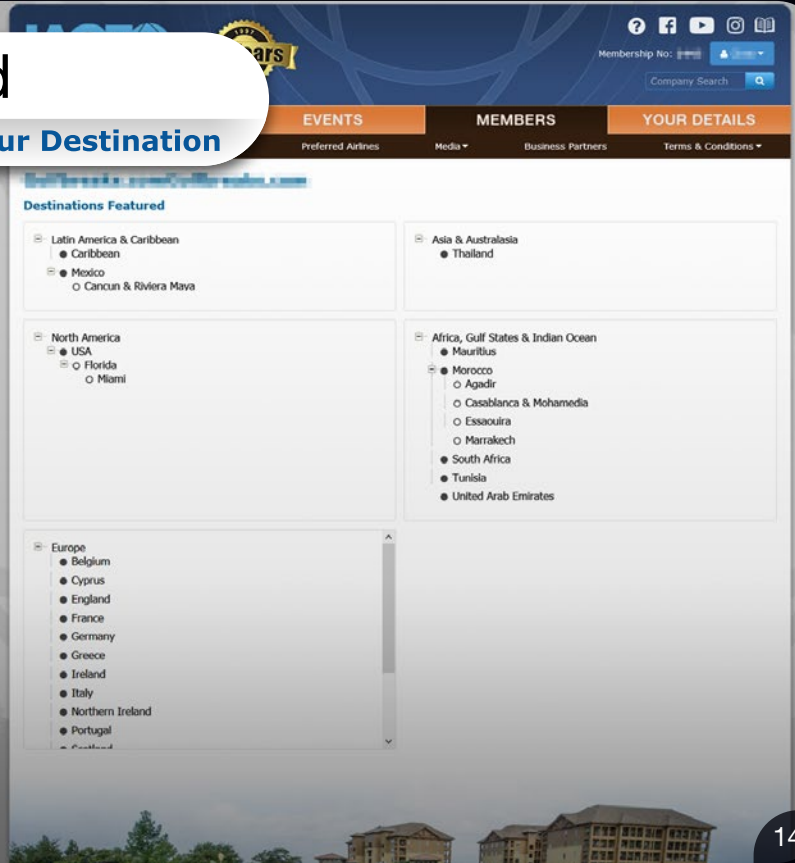
- Golfbreaks and Mastercard Renew Partnership for 2020
- PGA TOUR invests in Golfbreaks to accelerate its global expansion
- Golfbreaks Announces Launch of Pro Travel Partner Programme

All IAGTO golf tour operators are in compliance with their national trading regulations and with IAGTO's own strict membership criteria. IAGTO collects sales figures, employee data and trade references from all members.

Destinations Promoted

Find out which Tour Operators sell your Destination

LAGTO tracks the destinations its 600 member tour operators feature, promote and sell. There is a Destination List on every tour operator Profile page and you can search for tour operators by both Countries and Regions sold.

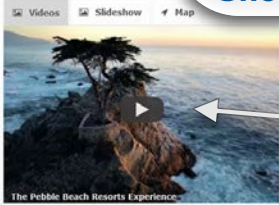


Website Profile

Showcasing your Business to the Global Industry

Pebble Beach Resorts

Golf Resort
Pebble Beach Resorts
2700 17-Mile Drive
Pebble Beach
California 93953
USA
www.pebblebeach.com
travel.pebblebeach.com



Pebble Beach Resorts is a legendary place. Combine a dramatic coastline and mystical forest with a rich history of world-class accommodations, warm hospitality, expert service and grand recreation. Perhaps nowhere else on the planet does this combination come together quite like Pebble Beach Resorts. Stay at the award-winning The Lodge at Pebble Beach, The Inn at Spanish Bay and Casa Palmera. Play our famed golf courses including the infamous Pebble Beach Golf Links, Spyglass Hill Golf Course, The Links at Spanish Bay and Del Monte Golf Course. Pebble Beach Resorts also includes one of the best fitness and spa facilities in the world - The Spa at Pebble Beach - with luxurious treatments for body and mind. The resort's restaurants and lounges will provide a unique epicurean delight. The Beach & Tennis Club, The Spanish Bay Club, Pebble Beach Equestrian Center, Pebble Beach Golf Academy and Practice Facility, 17-Mile Drive and a diverse selection of incredible retail shops and services complete the properties at Pebble Beach Resorts.

Farway One, a distinctive addition to The Lodge at Pebble Beach, opened in August of 2018 and is located along the first fairway of Pebble Beach Golf Links. It offers 38 oversized guest rooms including two private four-bedroom cottages, a greater sense of privacy and a personalized touch for both group or leisure golf travelers.

- Photos
- Videos
- NetRate Documents
- Contracts
- Regional Offices
- Booking Channels

Contacts

Primary Contact

- Mr. [Name]
- Mr. [Name]

Most Recent News

- Pebble Beach Resorts - Update

Most Recent Press Releases

- Pebble Beach company partners with Tiger Woods & TOR Design to redesign par 3 course
- Pebble Beach Resorts - Vineyard Vines Announces New Concept Store With Sports Commentator Jim Nantz
- Pebble Beach Resorts Named 2018 North America Golf Resort of the Year by IAGTO
- Farway One at The Lodge opens at Pebble Beach Resorts
- IBM and Pebble Beach Company Tap Watson to Enhance Traveler Experience at Top U.S. Resort

Videos, Photos & Map

Description for Tour Operators

Links to Additional Profile Pages

News & Press Releases

Sales & PR Contact Details

Back to Contents

Photo & Video Libraries

Helping Tour Operators Sell Your Product

The world's largest golf travel photo & video libraries (26,000+ images) help you to deliver high quality media to golf tour operators and to approved media for editorial purposes.

Weekly News Broadcast

All the news you need on the golf tourism industry

Our News Broadcast is distributed every Tuesday to over 6000 IAGTO member contacts. You can add news items and press releases online at any time to keep the global golf tourism industry informed and to promote your product and services to the key decision makers.

[Back to Contents](#)

IAGTO NEWS

Dynamic weekly News Bulletin tailored for Golf Tourism

Dear [Name](#),

As promised, we have now published the second part of our **COVID-19 Recovery Hub** which you can access [here](#) or find on our website under SERVICES / News & PR. On this page tour operators can review and search for **COVID-19 Updates** submitted by **Destinations** and **Member Operators**. So if you have not already done so, please visit [here](#). **Valencia**, a wellness hotel in the heart of the Spanish operators news item below.

Peter Walton
Chief Executive

Industry News

IAGTO Consultation on Addendum for new bookings

[Click here](#) (630kb PDF) to download the EXAMPLE Addendum for new bookings. This is for consultation only. [Click here](#) for more information on the Addendum and temporarily shuttered non-essential venues. The consultation runs through May 4. The Home Course, Chamber's Bay, and all of our Washington golf courses are included. [Read More >>>](#)

Press Releases

Quinta do Lago pledges €500,000 in fight against Covid-19 [Read More >>>](#)

Several Branson Golf Courses Remain Open; Price, Protocol, and Best Practices Matter [Read More >>>](#)

COVID-19: Moments Matter initiative [Read More >>>](#)

IAGTO Events

29 Sep 2020 **IAGTO North America Convention**, Reno Tahoe, Nevada

16 Nov 2020 **IAGTO Andaluca Trophy - Cadiz**, Jerez

Trade & Consumer Shows

19 Oct 2020 **IGTM**, Celtic Manor

News Editor: Sharon Wingrove

This email was sent to [Name](#) because IAGTO is a member of IAGTO. If you wish to receive this email, please email us to [unsubscribe](#)

Press Release Distribution

We distribute your Press Releases worldwide

We distribute your press release to our Global Media Network of some 500 journalists including all members of the International Golf Travel Writers Association.

The screenshot shows the IAGTO website interface. At the top right, there are social media icons (Facebook, YouTube, Instagram, LinkedIn) and a membership number. Below that is a navigation bar with tabs for 'EVENTS', 'MEMBERS', and 'YOUR DETAILS'. Under 'EVENTS', there are sub-links for 'Rates & Contracts', 'Photo/Video Library', 'The Knowledge', 'News & PR', 'Publicity & Branding', and 'All Benefits'. The main content area is titled 'Press Releases' and includes a 'Submit new Press Release' button, a 'Featured' list of articles, a search bar for 'All Releases', and a list of recent releases from April 2020.

26 Years (1994-2020)

Membership No: [icon] [icon] [icon] [icon]

Company Search: [input] [button]

EVENTS **MEMBERS** **YOUR DETAILS**

Net Rates & Contracts | Photo/Video Library | The Knowledge | News & PR | Publicity & Branding | All Benefits

Press Releases

IAGTO publishes Press Releases that are relevant to golf tourism and will be of interest to either our IAGTO members or our IGTTA members.

[Submit new Press Release](#)

Featured

- ☆ Impact of Covid-19 dampens positive golf tourism survey forecast
- ☆ British & Irish Lions Rugby Star Stephen Ferris joins Chaka Travel Golf
- ☆ Historic New Ladies European Tour Event Announced in Saudi Arabia
- ☆ Tourism Northern Ireland Launches New Quality Assurance Scheme
- ☆ 2020 IAGTO AWARDS – WINNERS’ COMMENTS
- ☆ Adare Manor Voted Golf Resort of the Year at IAGTO Awards
- ☆ Aphrodite Hills Golf Resort in Cyprus Wins IAGTO Sustainability Award for Outstanding Contribution
- ☆ Cyprus, Spain and Dubai golf venues honoured in the 2020 IAGTO Sustainability Awards
- ☆ Double success for Cambodia at 20th annual IAGTO Awards
- ☆ IAGTO Awards’ 20th anniversary sees the Algarve top the rankings

All Releases

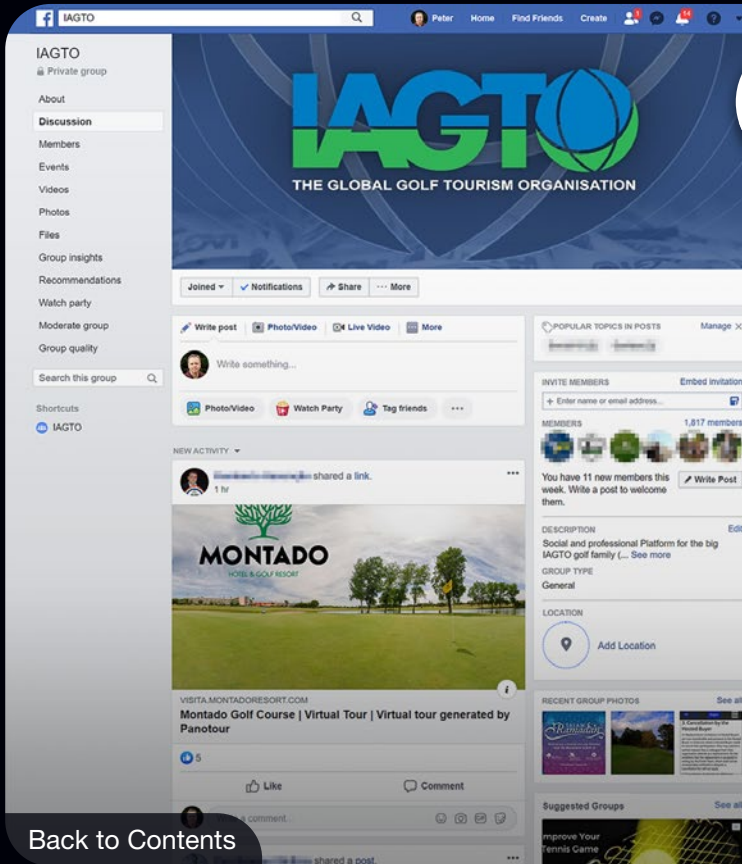
Keyword Search - Title [button] [button] [button] [button]

April 2020

- 14** Quinta do Lago pledges €500,000 in fight against Covid-19
Several Branson Golf Courses Remain Open; Price, Protocol, and Best Practices Vary by Venue
- 13** Circling Raven Golf Club Extends Value-Priced Rate through April; More than 40% Off Peak Cost
Finca Cortesin digests new global golf acclaim
Thinking about a Shopify store for your golf resort? Inntopia Digital can help.
Troon introduces 'Moments Matter' initiative
- 6** Inntopia Donates 200 Hours of Work to Golf, Ski and Hospitality Partners
Lumina appoint new Chief Business Officer, Agustin Garcia Pascual



[Back to Contents](#)




IAGTO Facebook Group

Member Communications Platform

Over 2000 IAGTO member individuals use the IAGTO Private Facebook Group to make announcements and requests. This is a very popular platform for specific trade communications and activations.

Golf Market Information

Essential intelligence on Golf Markets worldwide

A world map with a light green and blue color scheme. The map shows the outlines of continents and countries. Labels for various countries are visible, including Canada, United States, Mexico, Venezuela, Colombia, Peru, Bolivia, Chile, Argentina, United Kingdom, Norway, Poland, Germany, France, Spain, Italy, Turkey, Iraq, Afghanistan, Kazakhstan, Ukraine, Russia, Mongolia, China, South Korea, Japan, Papua New Guinea, Australia, and New Zealand. The North Atlantic and Atlantic Ocean are also labeled. A white rounded rectangle is overlaid on the map, containing text.

IAGTO constantly updates data on all outbound golfing markets worldwide on our website, and for every market you can link directly to all IAGTO operators, golf travel writers and approved media and view a calendar of trade and consumer events.

Global Golf Tourism Survey

Regular Reports & Insights

IAGTO has replaced its Quarterly Surveys with regular updates and insights on different aspects and trends within the global golf tourism industry, focusing on individual markets and destinations.

[Back to Contents](#)

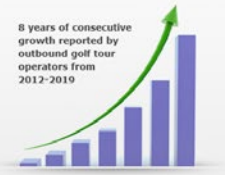
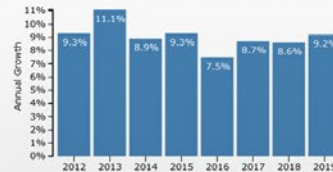
The 2019 Annual Golf Tourism Survey in 2019 collecting and analyzing data from 800+ golf tour operators, golf resorts, golf courses and hotels every year. The survey, conducted in January 2020, resulted in a record 1034 responses comparing 2019 golf visitor sales and golf visitor arrivals to forward bookings for 2020 to forward bookings at the same time the previous year.

As the survey results are an accurate representation of the data submitted from the companies that completed the survey, they can only be used as

(Golf Vacation Packages)

The annual growth rate for golf tour operators globally has been fairly consistent for the three years from 2017 to 2019, growing at 8.8%, 8.6% and then 9.2% respectively. Golf tour operator sales can grow at a different rate to supplier golf visitor arrivals because tour operator bookings are only one channel of business for golf courses and hotels, with direct bookings also playing a major role in many destinations.

All outbound markets performed equally well for the first time, with even outbound golf travel from Latin America, Africa and the Middle East up in line with their North American, Asian and European counterparts for the first time. Golf travel from North America was up 8.0%, from Asia sales were up 8.4% and the tour operators in European markets saw their bookings rise, on average, by a healthy 9.6%.



Stronger Performance All Round for IAGTO Members in 2019

The number of golf tour operators, golf courses, golf resorts and hotels that experienced growth or saw their sales remain unchanged from 2018 was up on the previous year. It is particularly encouraging to see historically low percentages of companies seeing their sales decline.



Corvid-19 Cloud over Healthy Forward Bookings

Reservations on the books in January 2020 were up year on year very much in line with the growth in sales experienced by both buyers and suppliers in 2019. Forward bookings taken by golf tour operators globally were up 9.4% and golf courses, hotels and golf resorts reported forward bookings in January up 4.3% year on year.

However, the Corvid-19 outbreak in mid-January has devastated the tourism industry overall throughout Asia. Many suppliers and destinations in the regions affected have cut back their marketing spend to match, but if the epidemic mirrors the SARS virus back in 2003, the impact of Corvid-19 should be waning by the summer. And one thing we know from repeat experience is that golf travel bounces back very quickly after all kinds of global or regional shocks, be they economic or health related.

Certificate & Logo

Quality & Brand Recognition

All members can download a Certificate and use the IAGTO logo which has long been a sign of quality recognised within the industry and by golf travellers worldwide.



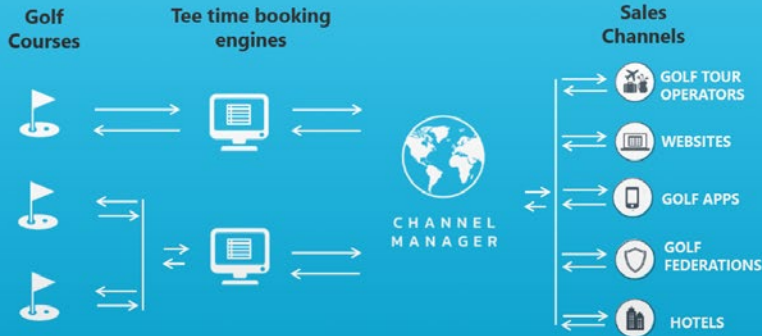
Service Provider Support

Special Offers from the best Service Providers

Over 65 Service Providers from 35 countries, from Golf Clothing manufacturers to specialist Golf Course Photographers, Websites, Travel Insurance & Recruitment Companies, all providing top level service and special offers for IAGTO members.

Tee Time Channel Manager

Exclusive rates available on Zest.Golf Channel Manager platform



IAGTO has negotiated the lowest transactional rates available to enable member golf clubs and golf resorts take advantage of the Zest.Golf Channel Manager to provide a live connection between your tee sheet and golf tour operators.

Quality Assured Certification

Positioning Golf Courses for the First-Time Golf Visitor

The only global certification designed to assess and assist golf courses ensure that they are well positioned to deliver the best possible experience to visiting golf travellers.



Golf Tourism Accreditation

The first golf tourism professional qualification for golf course managers

The senior management of Quality Assured golf courses can apply for IAGTO Golf Tourism Accreditation, designed to recognise and reward excellence by golf course managers of IAGTO member golf clubs and golf resorts.





To apply for IAGTO membership go to

www.iagto.com/application

or email **info@iagto.com**

7 Whittington Mews, London, N12 8QF, United Kingdom
Tel: +44 (0) 20 8906 3377 Email: info@iagto.com Website: www.iagto.com

Creating Opportunities - Raising Awareness - Delivering Information - Improving Standards

IAGTO Ltd. is registered in England as a professional membership organisation No. 3507678. SIC 9112.