IAGTO Membership Benefits

BE AT THE HEART OF THE GOLF TOURISM INDUSTRY

IAGTO is the global trade association for the golf tourism industry: We sponsor the International Golf Travel Market, produce the Golf Tourism Directory, run the Industry Awards, commission international golf tourism surveys, administer the Golf Travel Writers Association, provide an arbitration process, encourage best practices, lobby on our members' behalf and promote the growth of golf travel worldwide. Through IAGTO you have access to the most important companies, organisations, support and information in the golf tourism industry.

TRADE ASSOCIATION SUPPORT

Since IAGTO was established in 1997, a tremendous amount of business is conducted every day between IAGTO members. IAGTO's experienced staff are available to help our members every day of the year. Outside of the head office in London we now also have individual IAGTO representatives in France, Ireland, Spain, Turkey, USA, China, SE Asia, Japan and South Africa. This support is free of charge and in addition to all of the other services and activities highlighted here.

MEMBERSHIP WELCOME PACK

All members receive a Membership Certificate each year together with a Membership Card with associated benefits. For member Suppliers a polished steel wall plaque is also provided upon joining.

ANNUAL GOLF TOURISM DIRECTORY

Complimentary 300-Page Annual Directory Publication is the only global publication designed and written specifically for the golf travel trade and is the first point of reference for specialist golf tour operators, travel agencies, golf resorts, hotels & tourist boards around the world. It is distributed to every specialist golf tour operator worldwide and to many specialist golf travel agencies. The Directory is also distributed at the International Golf Travel Market and sent to every IAGTO member worldwide. IAGTO member Suppliers have the opportunity to promote their destination / product within our Directory.

WEBSITE PAGE

We build a web-page for each of our members on the IAGTO Website. This includes a detailed company profile, description with photographs, key contacts and web-site links, brochure covers and destination listings (for golf operators) and options for a slide library, maps, press releases and an international sales office listing (for industry partners).

INCREASE GOLF TOUR OPERATOR SALES

Immediate access to 420 plus golf tour operators in 56 countries. IAGTO operators meet our strict membership criteria and control over 80% of golf vacation packages sold worldwide. You will have complete access to these operators, detailed profiles on each operator, including destinations they sell; an Advanced Search Engine enabling you to generate listings of operators in particular countries selling specific golf destinations. IAGTO keeps all records up to date so all you need to do is communicate your product and offer.

GLOBAL NETWORK OF INDUSTRY PARTNERS (Golf Tour Operators)

Preferred Relationships with over 1400 suppliers in 95 countries. Over 1400 golf resorts, golf courses, hotels, ground handlers, golf associations and tourist boards have joined IAGTO in order to develop working relationships with our golf tour operator members

1 Trafalgar House, Grenville Place, London NW7 3SA, United Kingdom
Tel: +44 (0) 20 8906 3377 Fax: +44 (0) 20 8906 8181 Email: info@iagto.com Website: www.iagto.com

IAGTO Ltd. is registered in England as a professional membership organisation No. 3507678. SIC 9112. Registered address as above. VAT 710 1940 78. Directors: C Carugati, G Greenwood, P Walton

NET RATES LIBRARY (Golf Tour Operators)

Immediate Access to Net Rates. Golf Tour Operators can access Net Rates and Special Offers from IAGTO suppliers in our online Net Rate Library. These may be specific to your company or generic to all IAGTO operators and this Library has become an essential tool for IAGTO operators.

NET RATES & SPECIAL OFFERS (Industry Partners)

Create Client Lists and distribute Net Rates and Special Offers! A unique way to distribute your net rates and special offers to select groups of operators (or all IAGTO operators). You decide which operators have access to your net rates and the operators are then automatically notified when rates are added and accessed through their own private online library!

WEEKLY NEWS BROADCAST (Golf Tour Operators)

Essential News & Special Offers from over 1400 Suppliers. Every Tuesday our members receive a personalised News Broadcast from IAGTO. News items are tailored to the country where you are based and the destinations that you sell. In addition to industry news you will receive special offers, notice of net rate publications, dates of commercial tournaments in destinations you sell, upcoming events and details of forthcoming destination features in local golf publications. This service keeps you up to speed on all the latest news and offers within golf travel and helps you be more competitive than your non IAGTO competitor.

WEEKLY NEWS BROADCAST (Industry Partners)

Every Tuesday members receive their personal email news broadcasts which are tailored to your membership category. This is a great mechanism to get news and offers out to IAGTO's 1800+ members.

PRESS RELEASE DISTRIBUTION

We distribute your Press Releases worldwide. IAGTO members upload press releases daily to the IAGTO Press Release Library. All journalists registered with IAGTO, including the 160 plus members of the International Golf Travel Writers Association receive regular notification of all new press releases from IAGTO members.

GOLF MARKET INFORMATION (Industry Partners)

Essential information on Golf Markets worldwide. IAGTO constantly updates data and information on all outbound golfing markets worldwide on our website. For every market, in addition to useful information and data, you also get links to all IAGTO operators in that country and links to golf travel writers, approved media, and both trade and consumer events taking place in that country. This site makes it so much easier for you to target each market individually.

GOLF DESTINATION PAGES (Golf Tour Operators)

Essential information for Operators on Golf Destinations worldwide. IAGTO constantly updates data and information on all golf destinations worldwide on our website, specifically designed to be of use to golf tour operators. For every country and many regions you also get links to all IAGTO suppliers in that destination, lists of Commercial Tournament taking place, News Items, Maps and much, much more.

COMMERCIAL GOLF TOURNAMENTS (Golf Tour Operators)

Notification of Tournaments for Tourists in destinations you sell. IAGTO operators are automatically notified about commercial golf tournaments taking place in destinations they already sell that they can promote and sell to their clients.

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COMMERCIAL GOLF TOURNAMENTS (Industry Partners)

We help Promote your Commercial Tournaments to IAGTO Operators! Upload your golf tournaments which are open to the clients of IAGTO golf tour operators. IAGTO golf courses, golf resorts, ground handlers and tourist boards can add Tournaments directly onto this calendar for immediate promotion to IAGTO golf tour operators.

IAGTO MOBILE PHONE SEARCH SERVICE

Access IAGTO Members on the move. You can access the telephone numbers and emails of more than 3000 IAGTO member contacts from your mobile phone, whenever you need them! We've designed a lightweight website search engine for all web-enabled mobile phones. www.iagto.com/mobile

IAGTO PHOTO LIBRARY (Golf Tour Operators)

Over 6000 images from over 640 golf courses and resorts in 51 countries. The world's largest golf travel photo library, developed specifically to give IAGTO operators access to high quality, high resolution images of golf courses, golf resorts, hotels and golf destinations worldwide for your promotional purposes.

IAGTO PHOTO LIBRARY (Industry Partners)

Helping tour operators sell your product. Controlling the high quality image of your golf resort, hotel, course or destination has never been easier. Our IAGTO Photo Library has been designed specifically to allow IAGTO member suppliers to control the delivery of high quality, high resolution photos to IAGTO golf tour operators for use in their brochures and on their websites.

FAM & PRESS TRIPS (Golf Tour Operators)

Over 40 Operator FAM Trips each year. Throughout the year IAGTO golf tour operators receive invitations to join golf familiarisation trips to golf destinations worldwide. Most fam trips are free of charge and exclusive to IAGTO operators. Assistance is also provided for the arrangement of individual inspection visits.

FAM TRIPS (Industry Partners)

Introduce Operators to your golf product. IAGTO assists golf clubs, resorts, hotels, inbound operators and golf destinations in the organisation and recruitment of operators and press for both fam and press trips. IAGTO provides a 360 degree service from initial invitations through to help with the all important follow up.

APPROVED GOLF TRAVEL MEDIA (Industry Partners)

Access to the world's best Golf Travel Media. IAGTO identifies golf and travel publications, websites and television programmes around the world. All golf publications are well established, carry good golf travel features, have audited circulation figures and are known to be widely read by golf travellers. This service is a great help to members planning advertising & promotional campaigns or looking to place editorial. Many of these media offer reduced rates and special terms for IAGTO members.

APPROVED GOLF TRAVEL MEDIA (Golf Tour Operators)

Greater publicity in your national Golf Publications. If we have Approved Golf Publications in your country, you are likely to benefit from a higher profile in the magazine, newspaper or website. IAGTO member operators are frequently quoted in golf destination features and these media frequently refer to IAGTO in golf travel editorial. Currently we have **33** of the **world's best** titles in **18** countries in addition to websites and television channels.

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BUSINESS PARTNER SUPPORT

Special Offers from golf related Business Partners. From Golf Clothing manufacturers to specialist Golf Course Photographers, Websites, Travel Insurance & Recruitment Companies etc. **79** companies in **21** countries provide top level service and special offers for IAGTO members.

ANNUAL MID-YEAR CONVENTION

Influencing the Direction taken by your trade association. IAGTO holds its Mid-Year Convention each year. The delegates change every year and comprise 60 golf tour operators and 25 invited suppliers. In addition to experiencing the host's golf destination, this is an opportunity to discuss major issues of importance to the world of golf tourism and to have an impact on the services and activities undertaken by your trade association, IAGTO.

NORTH AMERICA CONVENTION

The only golf tourism workshop specifically for North America. The IAGTO North America Golf Tourism Convention brings together 100 suppliers from North America and an equal number of golf tour operators from around the world selling North America. Suppliers get to meet every single operator, with seminars, networking opportunities, a golf day as well as more than 10 hours of 1:1 B2B workshop sessions where not only buyers come to meet you, but where you can meet the buyers also. Our event has become by far the most important golf tourism event on the North American continent each year.

ASIA GOLF TOURISM CONVENTION

The only golf tourism workshop specifically for Asia. The 1st IAGTO Asia Golf Tourism Convention, hosted by The Mines Wellness City, Kuala Lumpur, Malaysia, from 22-25 April 2012. Up to 150 golf tourism suppliers and tourists boards from Asian golf destinations will get to meet, on a 1:1 basis, 150 golf tour operators from around the world, all selling Asian golf destinations. The event includes seminars, networking opportunities as well as more than 10 hours of 1:1 B2B workshop sessions where not only buyers come to meet you, but where you can visit the buyers also. This will without doubt be the most important annual trade event on the Asian golf tourism calendar. There will of course also be the opportunity to play golf!

DESTINATION CONVENTIONS (Golf Tour Operators)

Exclusive & Free for IAGTO Operators. In addition to the IGTM, our North America, Asia & Mid-Year Conventions, IAGTO usually stages some Destination Conventions dedicated to specific golf destinations each year. These incorporate workshops, fam trips and discussion forum elements and provide golf tour operators with a platform to help make real changes in key destinations as well as to meet all the relevant host destination suppliers.

PREFERRED AIRLINES

Forging Links with Golf-Friendly Airlines. IAGTO gives Preferred Airline status to airlines that carry golf bags free of charge in addition to standard baggage allowance in Economy class. With **16 Airlines** in **15** countries we have successfully secured preferential golf bag carriage conditions for the clients of IAGTO golf tour operators and we build strong relationships with airlines worldwide wherever we can. This is important for golf destinations as well as for operators.

INTERNATIONAL GOLF TRAVEL WRITERS ASSOCIATION (IGTWA)

165 golf travel journalists in 33 countries. The IGTWA was established in 2000 by IAGTO in order to bring together the world's leading journalists specialising in writing quality golf travel articles for the world's leading print and digital media. This is a great asset for IAGTO members for media promotions or press trips.

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INTERNATIONAL GOLF TRAVEL MARKET (IGTM)

IGTM is the annual trade show for the golf tourism industry worldwide. IGTM was established by IAGTO in 1997 and since 1998 has been owned and operated by Reed Travel Exhibitions. IAGTO is the trade association sponsor of IGTM and our members represent more than 90% of IGTM delegates.

IGTM - FREE REGISTRATION FOR BUYERS

IAGTO golf tour operator members receive complimentary registration for IGTM. This represents a saving of up to €275 per delegate, and there is no restriction on the number of delegates that you can take to the most important Golf Tourism Trade Show of the Year.

IGTM - FREE ACCOMMODATION FOR BUYERS

IAGTO member golf tour operators receive free accommodation (4 nights) during IGTM. The only significant costs are therefore the international flights to the event.

IGTM - 25% DISCOUNT ON STAND COST

IAGTO members exhibiting at IGTM receive a 25% discount on the Stand cost, equivalent in 2011 to a saving of €560 on a 2m x 2m stand.

IGTM - 25% DISCOUNT ON REGISTRATION FEE FOR EXHIBITORS

IAGTO members exhibiting at IGTM receive a 25% discount on the Registration Fee, equivalent in 2011 to a saving of €130 per person.

IGTM - FREE & EXCLUSIVE GOLF TOURNAMENT

The industry's annual golf tournament with over 300 players participating over 4 championship courses. It's free of charge and exclusive to IAGTO members including practice facilities, buggies, lunch, prize ceremony and all transfers.

IGTM - FREE SEMINARS

IAGTO presents keynote Golf Destination and Golf Market seminars tailored for the benefit of both golf tour operators and exhibitors at the IGTM.

IGTM - IAGTO AWARDS

The **Oscars** of the **Golf Tourism Industry.** The IAGTO Golf Travel Awards are the official annual awards for the golf tourism industry. The Awards Ceremony & Gala Dinner takes place during the International Golf Travel Market (IGTM) at the end of each year.

QUALITY RECOGNITION

Above all, IAGTO membership ensures that you are recognised as a high quality and professional operator or supplier, by both trade and consumers. IAGTO has strict membership criteria, a Charter for consumers and a Code of Conduct for the trade.

A STRONG VOICE

IAGTO will address issues of concern to its members. With over 1600 members, IAGTO is a powerful lobbying group.

BRAND RECOGNITION

The IAGTO Logo is now recognised worldwide by both the trade and the consumer.

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ARBITRATION

IAGTO provides free arbitration services to its members. Fortunately we are not called into action too many times each year! However, it is useful for our members to know that you can come to us for assistance if you have a dispute with another company in the golf tourism industry (whether or not it is an IAGTO member) and particularly if any company defaults on payment to you. In 13 years IAGTO has achieved a very high success rate in settling disputes and chasing payments (provided we are notified in time!).

RAISING STANDARDS

IAGTO assists destinations to help raise the standard of golf tourism products worldwide. IAGTO has audited golf courses and provided feedback to suppliers on golf tourism recommendations.

FREE CONSULTANCY & PRESENTATION

Every tourist board member is entitled to invite IAGTO's Chief Executive to take part in golf tourism development discussions at the tourist board's head office, provided that all travel costs are met. During such a visit, IAGTO's Chief Executive will be available to make a presentation to the golf destination's golf resorts, hotels and courses, on the global golf tourism industry, including relevant details from IAGTO's "Blueprint for Golf Destination Development".

IAGTO REPORTS

Members are invited to participate in IAGTO's reports. This feedback is crucial in advising destinations to adopt a successful golf tourism strategy. The Millennium European Golf Travel Report on the UK, Sweden, Germany and France is also available to our members.

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