



**THE GLOBAL GOLF TOURISM ORGANISATION**

IAGTO LITE REGISTRATION  
Golf Resorts, Courses & Hotels

# 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 700+ golf tour operators in 60+ countries control more than 90% of all international golf vacations sold worldwide.

With over 1000 member golf courses in 100+ 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 160 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 2700 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 May 2020



# Covid-19 Recovery Hub

Full access to IAGTO Lite golf courses & hotels

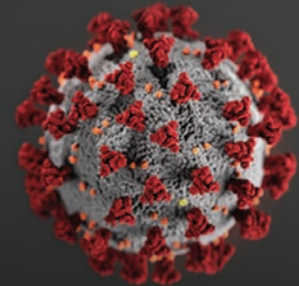
IAGTO is focused on supporting the entire global golf tourism industry navigate and recover from the impact of the Covid-19 pandemic.

OPERATION STATUS SITE

SUPPORT & RECOVERY PLANS

RECOMMENDATIONS & GUIDANCE

UPDATES & INFORMATION



# Covid-19 Operational Status

The global resource for 700+ golf tour operators

Over 700 international golf tour operators in 62 countries receive a Daily Update identifying which golf courses and hotels have updated their Opening Date, Operational Status and Covid-19 Safety Measures in the previous 24 hours. You are now invited to join IAGTO's 1089 member golf courses, 442 golf resorts and 753 hotels in uploading once and then regularly updating your Operational Status details on our Recovery Hub.

The Recovery Hub includes searchable Covid-19 related news including Outbound Market Updates and recommendations for Supplier/Tour Operator contracting.



# Weekly News Broadcast

All the news you need on the golf tourism industry

Our weekly News Broadcast is the most widely read bulletin in the golf tourism industry, conveying news, press releases, event updates and research to over 6000 industry executives.

## IAGTO NEWS

Dynamic weekly News Bulletin tailored for

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 our operators can review and search for **COVID-19 Updates** submitted by **Destinations** and **Members**. So if you have not already done so, please visit our **Recovery Hub** to see the latest news from below.

Peter Walton  
Chief Executive

### Industry News

#### IAGTO Consultation on Addendum for new bookings

[Click here](#) (636kb PDF) to download the **EXAMPLE Addendum** for your consultation only. [Click here](#) (100kb PDF) to download the **EXAMPLE Addendum** for your consultation only. The consultation runs through May 4. The Home Course, Chamber's Bay, and all of our Washington golf courses. [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 Practice Matters [Read More >>>](#)

Branson's 'moments Matter' initiative [Read More >>>](#)

### IAGTO Events

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

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

### Trade & Consumer Shows

19 Oct 2020 **IGTM, Celtic Manor**

News Editor: Guillaume Post

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](#)

# Global Golf Tourism Survey

## Quarterly Reports on Future Trends

Every three months you will receive a market update on sales and forward bookings.

*This is currently on hold, but will begin again with an annual 2020 report.*

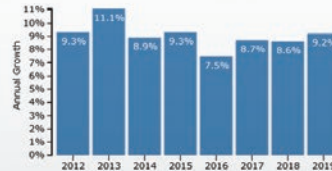
The Global Golf Tourism Survey in 2019 collecting and analyzing data from 800+ golf tour operators, golf resorts, golf courses and hotels every year, conducted in January 2020, resulted in a record 1034 responses comparing 2019 golf visitor sales and golf resort arrivals to forward bookings for 2020 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

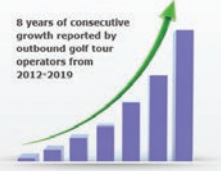
### Golf Vacation Packages

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%.



8 years of consecutive growth reported by outbound golf tour operators from 2012-2019



### 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.



Buyer



Supplier

### 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.



# IAGTO Lite Registration

**Free of charge for golf courses & hotels**

Registration is limited to Golf Courses, Golf Clubs, Golf Resorts and individual Hotels. Registration is entirely free of charge with registrations being accepted until 31 October 2020. IAGTO Lite status will be valid through to 31 December 2021.

*Please note that IAGTO Lite registration is not equivalent to IAGTO membership and IAGTO Lite registrants cannot use the IAGTO logo or claim IAGTO membership. IAGTO's wide range of membership services are only available to full IAGTO members.*

For Terms & Conditions and to register please go to: [www.iagto.com/iagtolite](http://www.iagto.com/iagtolite)

# IAGTO Membership Offer

**50% discount & extension to 31 December 2021**

Once registered for IAGTO Lite you will have the option to upgrade to Full IAGTO Membership at a heavily discounted rate for the first year.

		Joining Fee	Membership to 31 Dec 2021 *	Total cost of upgrading to full membership from IAGTO Lite
USD	Standard Rate	170	1000	<b>USD 585</b>
	Discounted Rate	85	500	
EUR	Standard Rate	150	890	<b>EUR 520</b>
	Discounted Rate	75	445	

\* First year's membership will be extended to 31 December 2021

Notes:

- Open only to golf courses, golf clubs, golf resorts and individual hotels which have not been an IAGTO member more recently than 2018.
- Membership fees in 2022 will increase to USD 980 / EUR 890 unless otherwise notified by IAGTO



To register free of charge for IAGTO Lite go to

**[www.iagto.com/iagtolite](http://www.iagto.com/iagtolite)**

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**Creating Opportunities - Raising Awareness - Delivering Information - Improving Standards**

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