



# International Golf Travel Market®

27-30 October 2014  
Villa Erba, Lake Como, Italy

Cassina Rizzardi, Como, April 11<sup>th</sup> 2014

## International Golf Travel Market 2014

**1300 delegates from 65 countries, will be guests in Como next October to launch Italy as a golf destination. In the world, golf is played by 60 millions people: 25% of them taking a golf holiday per year, and spending 120% more, per person per day, than a general leisure tourist**

Held on April 11<sup>th</sup>, a press conference has taken place in Golf Club Monticello (Cassina Rizzardi, Como), to present the **International Golf Travel Market 2014**. The premier event for the golf travel industry will be held for the first time in Italy, in Villa Erba, Cernobbio (Como), October 27-30.

Attending the conference, were golf, travel and business media, together with territorial and golf institutions, clubs, travel agents and advertising agencies: different realities, all of them interested in the economic impact of golf tourism all over the world and in the big potential that Italy has not yet expressed.

Welcoming the guests, Marco Polli, President of Golf Club Monticello, Luigi Burti, General Secretary of Provincia di Como, and Antonio Bozzi, Vicepresident of the Golf Federation. Then, has taken the floor Jean-Marc Droulers, President of Villa Erba, the exhibition center where IGTM 2014 will take place.

«The project is important – said Droulers - first of all because we have succeeded in working together both the public and private sectors. To organize the event, expences will be about 1.100.000 euro: 400.000 euro provided by the public institutions, about 700.000 euro to be funded by private actors. First of all, the Como hotel system, which will accommodate for free 450 delegates for four nights during IGTM. We are still looking for some other sponsors to close the gap and to achieve the economic balance. A big risk, but now we are very pleased that our courage is paying off. Success is due to a group of partners working together. Among them, Villa Erba (which has taken the economical risk of the event organization), has strongly supported this important project bringing the italian golf destination at the world attention. As a matter of fact, the public institutions as Regione Lombardia, Province of Como, Regio Insubrica, Como and Lecco Chambre of Commerce, have met the Italian Golf Federation, the Como hotel system and Villa Erba to act in synergy and offer the best ospitality to the mainly foreiger delegates.»

Peter Grimster, IGTM Exhibition Manager, has spoken about the contents of the fair, at the 17<sup>th</sup> edition. This is a B2B event, not open to the public, with about 1.300 delegates from 65 countries: more than 600 golf tourism suppliers (golf resorts, hotels, clubs, tourist boards, incoming agencies) will join 350 pre-qualified buyers (among them golfbreaks.com, the most important tour operator in England) and about 100 international media, for four days of focused pre-scheduled appointments. They are responsible for operating 80% of the world's outbound golf travel market, worth 12 billions euro per year. They book golf holidays for clients around the world and having decision making responsibility, source business directly from IGTM. «We have decided to come in Como - said Grimster - after long negotiations with Regione Lombardia and Provincia di Como. Italy is very famous for food and art, but not for golf: we think it holds the assets for the development of this sector too. And we want to be part of this process».

Carlton Carugati, General Manager of IAGTO, the International Association of Golf Tour Operators (he is english, but his father was born in Laglio, George Clooney second country), has presented the economic impact of this sector, thanks to the numbers of the IAGTO members. They are over 2.200 in 97 countries, including 550 golf tour operators in 62 nations, which control more than 85% of golf holiday packages sold worldwide. In 2013, they have served 1,7 million golfers, with a global value of 1,6 billion euro.

The most important market has been Nord America (6 millions players in Canada e 26 millions in the United States), followed by Asia (14 millions players) and Europe (6 millions). Globally, golfers in the world are about 54 millions, adding 5 to 6 millions of «hidden» players, without any federation card and not club members. 25% of them are taking a golf holiday per year, and spending 120% more, per person per day, than a general leisure tourist.

Furthermore, the golf travel segment is less affected by negative trends compared with the traditional tourism: estimated growth in 2013 is 9,3% (9,4% in Europe) and we expect +20% in the next three years. Italy is 14th in the ranking of the growing destinations, but 4th just considering the summer months. At the moment only 45% of IAGTO tour operators are selling Italy (64% of the european ones): that means that there is space for a 36% growth in the next future. That's why in 2015, when Milano will have Expo too, IAGTO has a plan to launch our country. With the Italian Summer of Golf, IAGTO members will have a special lane to propose packages and special offers to tour operators, and new members will have discounted membership rates.

**Dida photo attached:** IGTM 2014 group of partners in Golf Club Monticello, on April 11th. From left: Luigi Burti e Alfredo Motta (Provincia di Como), Marco Polli (Golf Club Monticello), Gianpaolo Fumagalli (Como Imprenditori Alberghieri), Roberto Brivio (Federgolf Lombardia), Jean-Marc Droulers (Villa Erba), Peter Grimster (Reed Travel Exhibitions), Antonio Bozzi (Golf Federation), Carlo Borghi (Federgolf Lombardia), Carlton Carugati (IAGTO), Lucia Silvestri (Regione Lombardia), Luca Angelini (Golf Lake Como).