

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, stage Global Conventions, 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 China, France, Ireland, Japan, SE Asia, South Africa, Spain, Sweden, Turkey and USA. This support is free of charge and in addition to all of the other services and activities highlighted here.

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 700+ golf tour operators in 66 countries. IAGTO operators meet our strict membership criteria and control circa 87% 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 1900 suppliers in 106 countries. Over 1900 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.

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!

ONLINE INDUSTRY PARTNER CONTRACTS (Golf Tour Operators)

IAGTO has recently introduced an online Industry Partner Contracts service. Industry Partner contracts can now be viewed and signed online, saving you time. To enter into the agreement all Tour Operators have to do is fill in the required fields through the dedicated webpage.

ONLINE INDUSTRY PARTNER CONTRACTS (Industry Partners)

IAGTO has recently introduced an online Industry Partners Contracts service. Industry Partners can now save time adding their Tour Operator Contracts online allowing Tour Operators to view then electronically sign them. To enter into the agreement all the tour operators have to do is fill in the required fields through the webpage.

WEEKLY NEWS BROADCAST (Golf Tour Operators)

Essential News & Special Offers from over 1900 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, Online Contracts, 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 2700+ 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 223 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.

IAGTO MOBILE PHONE SEARCH SERVICE

Access IAGTO Members on the move. You can access the telephone numbers and emails of more than 6000 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/m

IAGTO PHOTO LIBRARY (Golf Tour Operators)

Over 23000 images from 1200 golf courses and resorts in 106 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 over 50 of the world's best titles in 23 countries in addition to websites and television channels.

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. 105 companies in 31 countries provide top level service and special offers for IAGTO members.

NORTH AMERICA CONVENTION (NAC)

The only golf tourism workshop specifically over North America. The IAGTO North America Golf Tourism Convention brings together 150+ golf club, resorts and destinations from North America and over 150 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. Our NAC takes place in June at different locations around the USA.

ASIA GOLF TOURISM CONVENTION (AGTC)

The only golf tourism workshop specifically for Asia, which has now grown to be the biggest golf travel trade convention taking place in Asia. 250 golf tourism suppliers and tourist boards from Asian golf destinations will get to meet, on a 1:1 basis, 300 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 is the most important annual trade event on the Asian golf tourism calendar.

DESTINATION CONVENTIONS (Golf Tour Operators)

Exclusive & Free for IAGTO Operators. Besides our North America and Asia 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 19 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)

224 golf travel journalists in 42 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.

ANNUAL IAGTO AWARDS

The "Oscars" of the Golf Tourism Industry. The IAGTO Golf Travel Awards are the official annual awards for the golf tourism industry attracting 1200 guests. The Awards Ceremony & Gala Dinner takes place during the International Golf Travel Market (IGTM).

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 2700 members, IAGTO is a powerful lobbying group.

BRAND RECOGNITION

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

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 over 20 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 & SURVEYS

Members are invited to participate in IAGTO's destination reports and the IAGTO annual Golf Tourism Report. 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.