

## **IAGTO Annual Report shows 9% growth in golf tourism worldwide**

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Global golf holiday sales grew by an average of 9.3% in 2012 from the previous year, according to the first-ever IAGTO Annual Golf Tourism Report, published today.

The largest and most comprehensive international golf survey ever undertaken, the report's findings come from data provided by 48% of IAGTO's golf tour operator members around the world who completed a detailed survey earlier this year.

IAGTO is the global trade organisation of the golf tourism industry with, today, 2,061 member companies in 90 countries including 492 golf tour operators in 62 countries that control in excess of 85% of all golf holiday packages sold worldwide. Data from the Golf Tourism Report shows that IAGTO operators took care of the travel arrangements for more than 1.6 million golfers in 2012, with golf holiday sales exceeding an estimated €1.5 billion (US\$2 billion).

The average growth in sales in 2012 over 2011 reported by IAGTO golf tour operators based in Europe was 9.4%, fractionally above the global average of 9.3% (European operators account for 57% of all IAGTO operators worldwide). Growth in sales was reported from all continents:

Europe	9.4%
North America	13.5%
Asia Pacific	5.1%

Tour operators in Latin America, the Middle East and Africa reported a sales growth on average in excess of 20% for the same period.

The report also shows that 38% of IAGTO's golf tour operators sell only golf holidays, whereas the remaining 62% also sell other types of holidays, including special interest and general leisure, along with meetings, incentive and business travel services.

IAGTO's chief executive, Peter Walton, said: "This is by far the largest and most comprehensive survey to have been conducted within the golf tourism industry since IAGTO was founded 16 years ago. More than 650 of our member companies completed a detailed and dynamic online questionnaire, tailored to their individual business, and the report will serve as a benchmarking document for future annual surveys."

Walton added: "For the first time, we have been able to assess the relative growth of 75 golf destinations and get an indication of their importance in terms of sales volumes to IAGTO operators. A wealth of marketing intelligence has been presented which will be of enormous benefit to our member golf resorts, golf courses, hotels, tour operators and tourist boards."

This initial report is based on the findings from IAGTO's golf tour operator members. Further data will be published shortly from the supplier side of the industry.

The full 14-page report is currently only available to IAGTO members.

For further information, please contact:

IAGTO General Manager, Carlton Carugati, on [ccarugati@iagto.com](mailto:ccarugati@iagto.com)

IAGTO  
1 Trafalgar House  
Grenville Place  
London NW7 3SA  
United Kingdom  
Tel: +44 20 8906 3377  
[info@iagto.com](mailto:info@iagto.com)  
[www.iagto.com](http://www.iagto.com)