IAGTO
THE GLOBAL GOLF TOURISM ORGANISATION

Golf Tourism Report 2013

IAGTO Golf Tour Operator Survey Analysis

This report sets out the findings from the largest global survey of golf tour operators to date. As the first in what will now become an annual State of the Market report, the objective has been to produce a benchmarking document that spans three years: Golf travel data for 2011 and 2012 supplemented by forecast trends for 2013.

Globally, IAGTO golf tour operator sales grew by an average of 9.3% in 2012 with a positive outlook for 2013. IAGTO operators took care of the travel arrangements for more than 1.6 million golfers in 2012 with golf holiday sales exceeding an estimated US$2 billion.

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 speak for itself.

A cautionary note should accompany any golf tourism report: With few exceptions, most destinations do not have the capability to monitor the play of all golf visitors, therefore empirical data is few and far between. This report is designed to be a useful and important guide to what has been happening and what trends are unfurling in the world of golf tour operating, taking into account that IAGTO operators now control more than 85% of global golf holiday package sales; but care should be taken not to take the rankings or relative data out of context.

I would like to thank all 650+ IAGTO member companies who participated in the 2013 IAGTO Golf Tourism Survey.

Peter Walton - Chief Executive, IAGTO
March 2013

Official Partner

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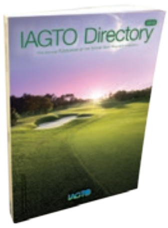

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Data Source

By 31 January 2013, 48% of IAGTO member golf tour operators had participated in IAGTO's 2013 Golf Tourism Survey by submitting answers to a detailed online questionnaire (Fig 1). As IAGTO's first comprehensive annual golf tourism survey, we collected data on golf holidays sales in both 2011 and 2012 and have also included a look ahead at expected trends for the coming year. This is by far the largest and most comprehensive survey ever undertaken amongst golf tour operators globally.

At the time of conducting the survey, IAGTO's membership included 485 golf tour operator companies in 60 countries. All operators were invited to complete an online questionnaire and a total of 232 companies had submitted the questionnaire by the 31 January deadline. All 232 questionnaires were verified and, of these, 215 were complete whilst 17 of the questionnaires were only partially completed.

Fig 1: Response % by IAGTO Operators per Market

Market	Total No. Operators	% Survey Completion
Argentina	8	38
Australia	15	60
Austria	8	50
Belgium	5	40
Brazil	6	50
Cambodia	1	100
Canada	10	70
China	19	42
Colombia	2	50
Costa Rica	1	100
Croatia	1	0
Czech Republic	10	60
Denmark	10	20
Dominican Republic	2	50
Egypt	2	0
Estonia	2	50
Finland	7	14
France	14	57
Germany	46	59
Hong Kong	7	57
Hungary	2	50
Iceland	6	50
India	10	50
Indonesia	2	50
Ireland	14	29
Italy	5	0
Japan	6	0
Kenya	3	33
Korea, Republic of	8	13
Luxembourg	1	100

Market	Total No. Operators	% Survey Completion
Malaysia	5	80
Mexico	1	100
Morocco	1	0
Netherlands	19	79
New Zealand	4	25
Nigeria	1	100
Norway	6	83
Paraguay	1	0
Philippines	5	60
Poland	3	33
Portugal	5	20
Russian Federation	4	25
Saudi Arabia	1	100
Singapore	8	25
Slovakia	5	60
Slovenia	2	50
South Africa	6	33
Spain	19	42
Sweden	22	41
Switzerland	11	46
Taiwan	2	50
Thailand	7	57
Tunisia	2	50
Turkey	1	100
United Arab Emirates	4	0
United Kingdom	52	50
Uruguay	1	0
USA	48	58
Vietnam	5	60

58% of respondents were from Europe

62% of IAGTO Operators Sell More Than Just Golf Holidays!

Whilst 38% of IAGTO operators focus entirely on selling golf holidays (Fig 2), the remainder sell other types of holidays and travel arrangements in addition to their golf travel business.

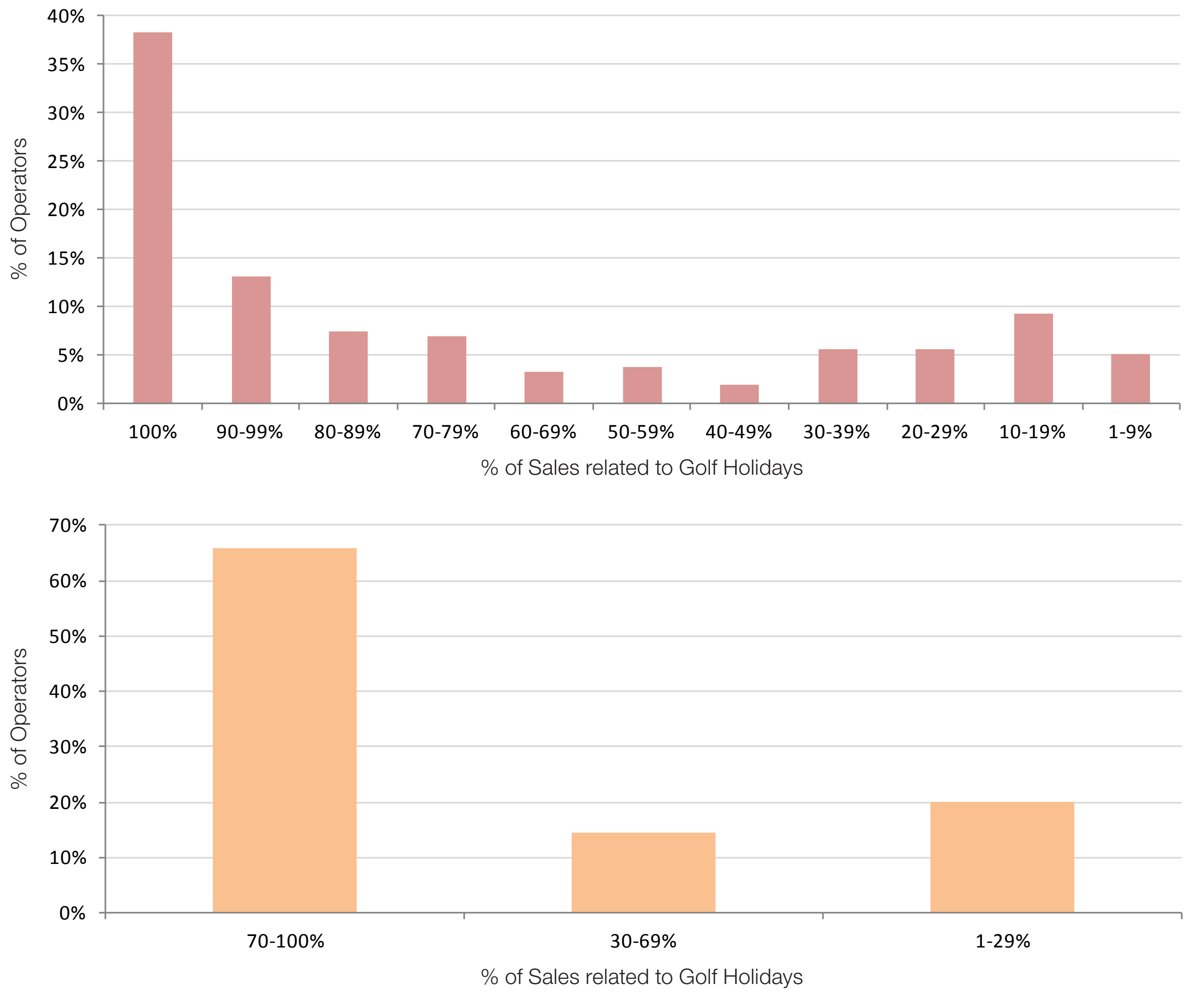
- A majority of 66% of IAGTO operators advised us that at least 70% of their sales are entirely golf related (Fig 3);
- Whilst for 20% of operators golf holidays represent less than 30% of overall sales. This includes the large multinational tour operators for which their entire sports divisions represent just a fraction of their overall leisure sales (Fig 3);
- Only 14% of operators cover the middle ground where golf sales represent between 30-70% of total sales (Fig 3).

Therefore it is common for IAGTO operators to sell holidays, incentives, events and other travel arrangements totally unrelated to golf. The influence and overall value of IAGTO operators to any golf destination is therefore going to be significantly higher than simply the combined value of their golf holiday business.

For the typical IAGTO operator, golf holidays sales will represent 70% of their total travel sales (a simple average applied across all operators without factoring in the different company sizes). However, it is perhaps more useful to say that for 38% of IAGTO operators golf holidays sales represent 100% of their business, whilst for the 62% of operators who do not exclusively sell golf holidays, golf holiday sales on average represent 52% of their sales.

Because IAGTO's membership includes some very large and multinational operators with their own golf travel departments as well as specialist golf tour operators, the number of holidays sold overall by IAGTO operators is 6 or 7 times higher than the total number of golf holidays sold.

Figs 2 & 3: Golf Holiday Sales as % of Total Sales



How Company Size Affects Tour Operator Business Model

Tour operators specialising only in golf, or with a golf department, range in size from small companies, some handling only 250 golfers a year, to mass-market tour operators such as TUI, Thomas Cook and Hana Tour, each of which has a sports or golf division (Fig 4).

There is a clear correlation between the size of the tour operator and the proportion of their overall sales that golf holidays represent (Fig 5). More than half of the sales of small golf tour operators are non-golf, but the percentage of golf sales increases with the size of company. Or looking at this another way, the larger golf tour operators (excluding the mass-market operators) focus entirely or predominantly on golf.

For the smaller tour operator where, on average, only 44% of sales are directly golf related, this would indicate that:

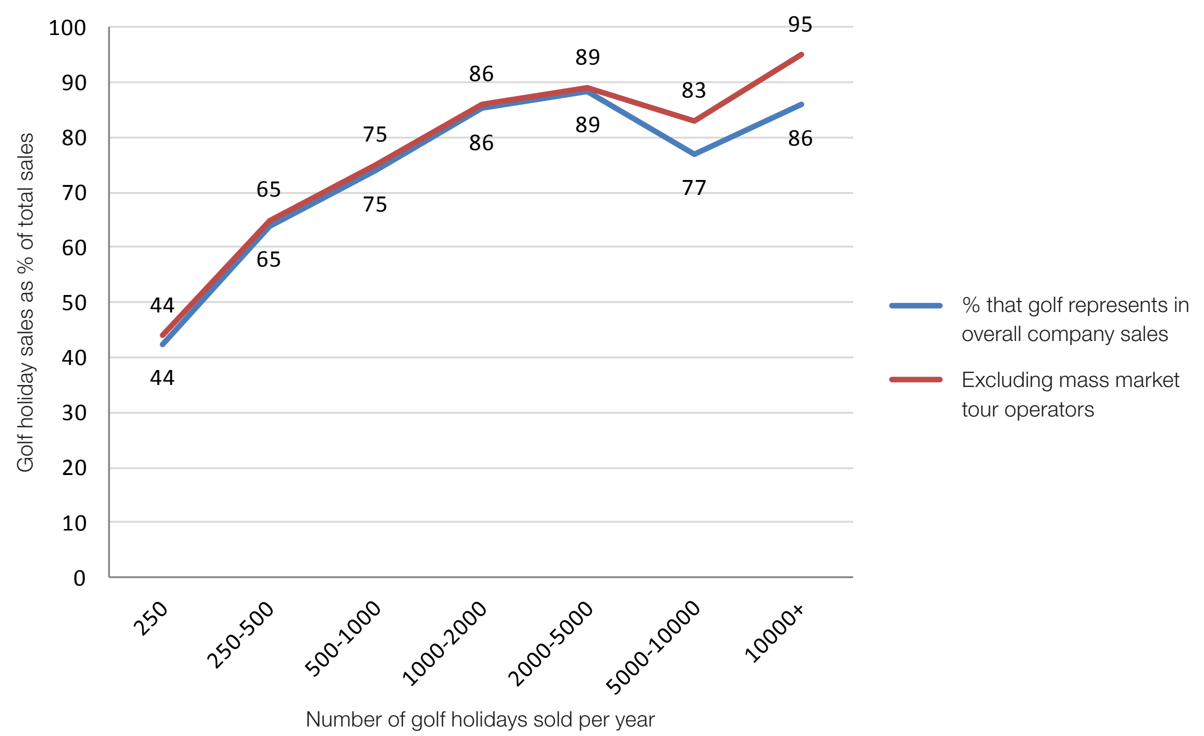
Fig 4: Just some of IAGTO's 485 operators including some mass market companies (bold)

a) Smaller operators embrace a business model that involves offering a broader mix of product in order to develop strong client relationships and repeat business, and/or

b) The detailed destination knowledge that many smaller operators acquire opens doors to the sale of non-golf related travel.

So as we see in Fig 5, as companies increase in size, the focus on golf holidays increases as a proportion of their business. However, at the very top end of the scale where the large multi-national tour operators are situated, golf holidays again represent a small proportion of overall sales. The red line illustrates that if we ignore the mass market operators, the importance of golf holidays sales rises consistently in line with the size of the company.

Fig 5: Relationship between Tour Operator Size and Golf Holiday Sales



1,600,000 Golfers Travelled with IAGTO Operators in 2012

The 232 operators who completed the online survey stated that in 2011 they carried a total 815,000 golfers. To arrive at a conservative estimate for the sales of all 485 IAGTO golf tour operators, we have extrapolated this data for the remaining 253 operators, but at a rate 15% lower than for the operators who completed the survey. Even after building in this allowance for lower productivity, it is likely that IAGTO operators made the arrangements for more than 1,500,000 golf holidays in 2011 and over 1,600,000 golf holidays in 2012, based on the year's 9% growth rate (see next section).

IAGTO's best estimate of the value of golf holidays organised by its member operators is now in excess of US$2 billion per year (€1.5 billion or £1.3 billion). European-based operators are responsible for 74.8% of this sales revenue whilst only representing 57% of all IAGTO operators.

9% Growth achieved in 2012

Overall, IAGTO operators reported a 9.3% growth in golf holiday sales in 2012 compared to 2011. The global average of 9.3% very closely reflects the European golf tour operator average of 9.4% (European operators represent 58% of all respondents).

Fig 6: Regional Growth in Golf Tour Operator Sales 2011-2012

Location of Operators	Average % growth in 2012 over 2011	% of Operators reporting a drop in business	% of Operators whose sales remained the same in 2012	% of Operators who saw sales increase in 2012
Europe	9.4	17.6	26.4	44.0
North America	13.5	0	48.5	51.5
Asia & Pacific	5.1	9.3	39.5	51.2
Latin America & Caribbean	26.9	0	44.4	55.6
Middle East & Africa	20.5	0	40.0	60.0

Europe

9.4% growth year on year in 2012 is a strong showing for European operators, who represented 58% of all respondents. However, 17.6% of operators reported that 2012 was down on 2011, which is the highest of all zones, and whilst 44% of operators reported an increase in sales, this is lower than the other five zones, albeit still healthy.

North America

With growth reported at 13.5%, this is a stronger performance than that of their counterparts in Europe and this reflects both a difficult time in 2011 and a genuine recovery in 2012. This is supported by the fact that no North American operator reported a downturn in 2012, unlike Europe.

Asia Pacific

Interestingly, the growth rate in the Asia Pacific region averaged out at only 5.1%, the lowest of the five zones, with 9.3% of operators reporting a downturn from 2011. This is probably the result of rapid growth in the preceding years that could not be maintained at such high levels, which reflects the overall economic slowdown in the region, whilst the region still reported significant growth.

Latin America, Caribbean, Middle East & Africa

Posting similar high growth rates of over 20% and with no operators showing a drop in business in 2012 over 2011, this is a positive picture for all four regions, even though they represent the smallest gross number of golf travellers. The story of the boom in Latin American golf travellers has been widely reported but this news is also encouraging for the Middle East and African markets.

Golf Holiday Trends – Looking Ahead to 2013

Our tour operator members were invited to comment on trends that they saw emerging and how that might impact sales in 2013. From a study of the comments, patterns have emerged, and these have been summarised below for each continent or geographical zone in which the golf tour operators are located.

Operators based in Europe

Generally, the majority of operators have experienced an increase in shorter stays; however Scandinavian operators expect an increase in long term stays for retirees during their winter period. Some operators have reported that 7-night holiday requests have declined in favour of 5-night stays.

Most operators also report that golfers continue to be on the lookout for last minute deals but conversely many also state that forward bookings for 2013 are looking healthy. Budget is key at present in Europe and golfers are looking for "good value 5-star offers" and continue to shop around for the best deal.

One UK operator said: "90% are looking for a deal, 10% are looking for experience". A Belgian operator commented that: "Golfers still want to travel to the popular destinations but preferably for as little as possible, whilst demanding 5 star hotels". French operators bucked the trend to a certain extent as they reported that clients are spending more money and that high end customers are happy to spend to ensure that they have a great golf holiday.

The majority of operators report that the trend is towards direct flight destinations and resort golf with a significant proportion seeing the value in all-inclusive packages. However, some operators in Sweden are reporting that their clients are veering away from all-inclusive hotel packages: "We have experienced a drop in demand for Turkey because the all-inclusive concept does not seem to be as appealing as much as it did two years ago," said one Swedish operator, adding: "Now our clients would like to visit different restaurants and experience the atmosphere of the destination and not just the hotel."

As always, success can bring its own challenges, and a German operator remarked that: "Spain is benefiting from a shift away from Turkey, where we cannot always get the tee times the client wants and where round times can be longer".

Winners for 2013 look likely to include Dubai and Abu Dhabi along with Thailand and Morocco; whilst Spain and Portugal are expected to enjoy resurgence unless the recent VAT hikes impact on the incredibly-good value for money golf packages currently on offer.

Variations in costs always play a part in destination choice and some UK operators report that increased flight costs, as a result of aviation tax increases, and baggage charges could impact negatively on the recent increase in sales to the USA. UK operators have also noticed that golfers are much more likely to check that the operator offers financial protection, which is good news for all IAGTO operators worldwide and particularly for those in Europe as all IAGTO operators must comply with the EC package travel regulations, providing golfers with the confidence to book early knowing that their deposit payments are in safe hands.

Golf tour operators in Central European countries and the Baltic States forecast a rise in demand for lesser-known and emerging golf destinations and expect there to be more competition between operators in what has, up until now, been a fairly-small tourism sector.

North America

US-based golf tour operators have noted a growing trend towards shorter lead-in times and an increasing tendency for price comparisons using the internet. "In the past, groups would book a year ahead but now three months is much more common," said one US operator. There would appear to be a significant change in booking patterns emerging with a decline noticed for very early bookings for 2013. One US operator mentioned that: "We would normally have 45% to 55% of our business in hand and held under deposit by the end of December for the following year, but so far this is not happening this year."

There has been more interest in domestic USA destinations and to North America as a whole and the Caribbean, with less interest in Europe mainly due to currency fluctuations. Destinations such as New Zealand and South Africa are on the radar but are not heavily promoted to the US golfer as yet.

The downturn in the US economy dating back to 2008 is continuing to have an impact on spending patterns for the middle-income earners where job instability is still a concern for some. However, with employment and the economy recovering operators are confident that they will see a rise in international travel, particularly as many US golfers have a "bucket-list" mentality of destinations and courses they must play and experiences that must be fulfilled. There is widespread optimism as operators report that customers are starting to travel much more frequently again.

This mirrors the state of the outbound leisure market as reported in this recent article by Travel Weekly USA: *"Tour operators are reporting that bookings for 2013 are extremely robust, with an unexpectedly strong rebound in travel to Europe. Operators attribute the positive booking trend for 2013 to two main factors: pent-up demand and pricing. A favourable dollar-to-euro exchange rate and the ability to flex their negotiating muscle in distressed destinations such as Greece enabled operators to cut prices for their 2013 Europe product by between 2% and 18% compared with 2012. In addition, airfares seem to be holding steady in 2013, and travellers seem to have gotten over their initial sticker shock."* Source: Travel Weekly USA (please note that this article is referencing general leisure travel not golf travel).

Canadian operators are forecasting shorter-duration golf trips of 3-5 nights to some destinations and an increase in group travel. Bookings are looking good for 2013 and operators report that winter bookings are up. With a rise in affluent golfers, resort areas like Pebble Beach and Palm Springs are now much more popular. An increase in demand for Ireland and Scotland has also been reported.

Latin America & Caribbean

All Latin American countries are reporting a growing demand for international golf travel and the clients of IAGTO golf tour operators are responding to promotions and new destination offers. In Brazil and Argentina, golfers are looking at Scotland and travelling in groups. Both countries have a high-end golfing market and destinations in the USA including Florida, California and Las Vegas are in high demand.

Golfers in Colombia have travelled in groups to attend professional golf tournaments and play golf in the surrounding areas, both in the USA and Scotland. Operators in the Caribbean see golf as a growing market with again a demand from high-end residents and corporate clients. Mexican operators tend to be focusing on more than just golf and need to create packages that combine golf with other activities and sightseeing in order to meet the demands of their golf travelling clientele.

Asia & Pacific

Australian operators are forecasting that 2013 is likely to be their most successful year to date as the Australian economy continues to thrive. Newer Asian destinations such as Vietnam and Cambodia could prove popular in 2013. Many operators are focusing on ensuring that their successes of 2012 are repeated in 2013 by looking after and fulfilling the demands and aspirations of their clients.

Some New Zealand golf tour operators expect that 2013 will be similar to 2012 where many golfers opted for holidays closer to home, eschewing long haul golf trips to the USA and Europe.

The Philippines economy is booming (2nd fastest growing economy in Asia), which resulted in a good 2012 for outbound golf travel. The currency is strong against the dollar and it is expected to remain so throughout 2013. Philippine golfers tend to look for cooler destinations weather-wise but they also like to play courses that have a caddy service as this is what they are used to at home and in nearby Asian golf destinations.

Chinese operators forecast a similar look in 2013 which saw an increase of Chinese golf visitors to the USA. However, visa restrictions impact heavily on which destinations IAGTO operators can promote to their clients and any change to visa regulations can rapidly open or close doors. Hong Kong-based operators who deal mainly with the Chinese market report that Chinese golfers are travelling for around 10 days and like to include renowned courses, such as the likes of St Andrews and Pebble Beach.

IAGTO operators in India are confident of an increase in demand for international golf holidays in 2013 as golf continues to become more popular country-wide. One operator remarked on the success of their amateur challenge that has extended to 15 cities, and all look forward to tourist boards from popular golf destinations promoting more to the Indian golfer.

Some Malaysian operators are looking to promote more destinations in 2013 at prices that are affordable as the sport is broadening its appeal amongst a wider range of income levels. Demand is expected to grow for short-haul getaway trips of 2 nights/3 days with the associated short lead-in times all under three months.

Middle East & Africa

Kenya and Nigeria, fairly new to outbound golf tourism, have both seen a growth in demand for international golf holidays. For these new markets, events and group departures remain the most popular form of golf travel. Destinations with direct flight connections will do best as golfers are not as adventurous as they might be in other more established golf markets. Golf tournaments and events such as the Masters are still proving to be a popular draw for golfers from South Africa.

Golf Destination Growth Indicator Values

IAGTO maintains a database of all destinations sold by its member golf tour operators. We were therefore able to ask our operators to indicate, for every destination that they feature, whether their sales were up, down or remained the same in 2012 compared to 2011. Specifically we allocated the following Growth Indicator Values after asking them state whether sales were:

Up Significantly	Growth Indicator Value	=	2
Up Slightly	Growth Indicator Value	=	1
Remained the Same	Growth Indicator Value	=	0
Down Slightly	Growth Indicator Value	=	-1
Down Significantly	Growth Indicator Value	=	-2

Combining the results from all operators, we were able to give each golf destination (country) an overall Growth Indicator Value for 2012 compared to 2011 (Fig 7).

Relative Importance of Golf Destinations to IAGTO Operators

Whilst Fig 7 provides a good indication of the variation in growth from one destination to another that was experienced in 2012 compared to 2011, this is not an indication of the importance or size of any particular destination. A destination that has experienced zero growth in any particular year might also still be a very significant golf destination.

We asked each operator to list their Top 5 Selling Golf Destinations in order of importance. We then used a simple points system (see below) to quantify the results. Fig 8 therefore provides an indication of the importance of each golf destination to the golf tour operators that responded to the survey. However, this is purely designed to be a useful guide and it is not a measure of actual sales to each destination from the operators, as this data is not available.

1st Place Golf Destination	=	5 Points Allocated
2nd Place Golf Destination	=	4 Points Allocated
3rd Place Golf Destination	=	3 Points Allocated
4th Place Golf Destination	=	2 Points Allocated
5th Place Golf Destination	=	1 Points Allocated

Fig 7: IAGTO Growth Indicator Values for 2012

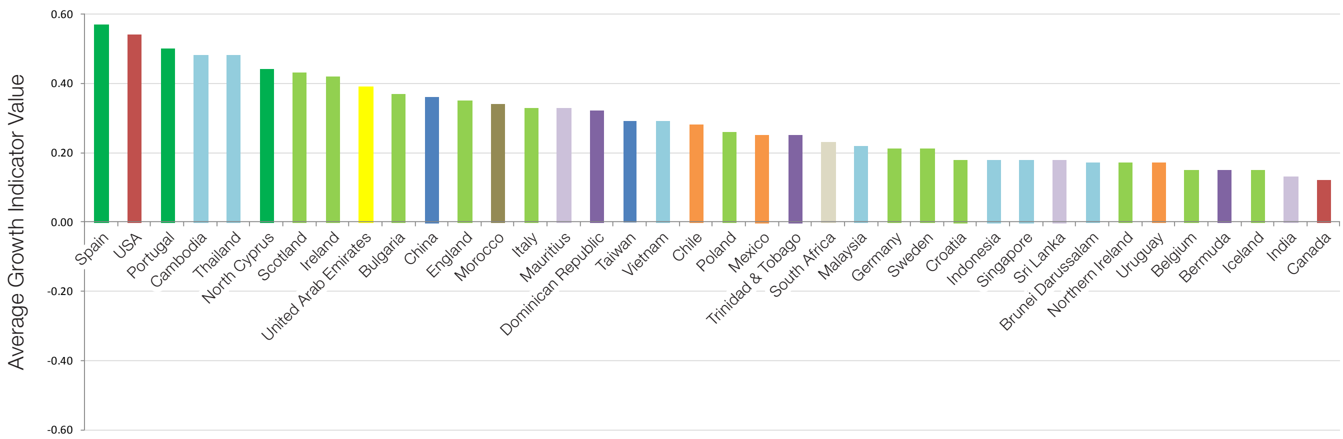
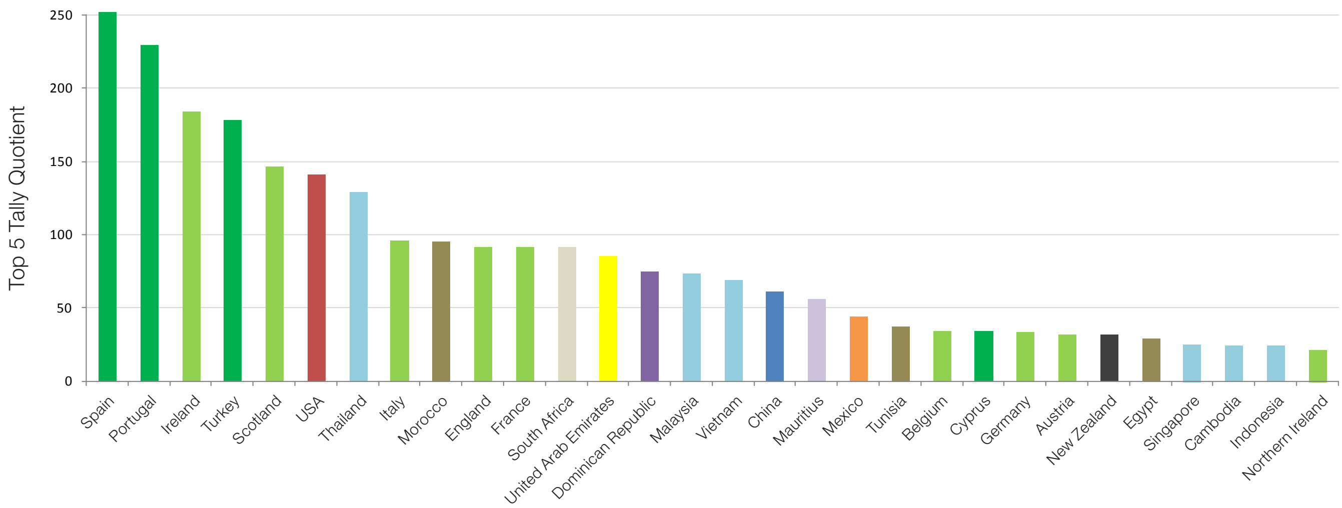


Fig 8: Relative Importance of Golf Destinations to Golf Tour Operators in 2012



Golf Destinations (Countries) Geographical/Seasonal Zones:

- Europe - Summer Season
- North America
- Caribbean
- Europe - Winter Season
- Latin America
- Pacific Ocean
- North Asia
- North Africa
- Australia & New Zealand
- Middle East
- South East Asia
- South & East Africa
- Indian Sub-Continent & Indian Ocean

Destination Review

Combining the results from previous sections, particularly the comments from operators and the charts in Figures 7 & 8, some interesting conclusions can be drawn and trends identified. This review will be supplemented by the results of the 2012 Golf Destination & Supplier Report, which will follow shortly. The comments below have been drawn directly from the data that has been presented in this report on each of the highlighted geographical/seasonal zones.

Europe – Winter Season

The leading two winter-sun golf destinations of Spain and Portugal clearly performed very well in 2012 in comparison to the previous year. The troubles in North Africa led many golf travellers to switch to the perceived safer havens along the northern Mediterranean coast. A temporary switch in golf travel from Turkey to other destinations also played into the hands of Spain and Portugal.

Even though only 58% of golf tour operator respondents to the survey were European-based, Spain and Portugal hold positions 1 and 2 respectively in terms of the importance of the destinations to IAGTO operators worldwide, and positions 1 and 3 respectively in terms of growth in sales from 2011 to 2012.

Whilst the growth experienced by operators in 2012 was five times higher in Spain than in Turkey, Turkey still maintains a very high level of importance for IAGTO operators in 4th position compared to its 40th position in terms of growth rate.

Cyprus has many factors in its favour as a winter season golf destination, but the apparent lack of growth reported by operators would indicate that it is not yet capturing the imagination of the golf traveller as much as perhaps it could.

Europe – Summer Season

By far the majority of European countries fall into this summer season category. This is probably the first year since the onset of the economic crisis in 2008 that both Scotland and Ireland have performed equally as well as each other in terms of growth in golf tour operator sales. They rank 7th and 8th in terms of growth and 5th and 3rd respectively in importance.

There are similarities in terms of growth rate and importance for the other golf destinations of the British Isles – England, Wales and Northern Ireland – and also for Italy, Belgium and Germany. Bulgaria and Sweden have good reason to be pleased with their relatively-high growth rates in comparison to the size of their inbound golf tourism business.

Whilst France is very important to IAGTO operators, the growth experienced in 2012 does not appear to be as high as for its competitor destinations. It also appears that neither Austria nor Switzerland gained much traction last year.

North America

The USA had a particularly good year, ranking 2nd in terms of overall growth, thanks to a burgeoning domestic market as US golf tour operators worked hard to offer golf holidays within their borders when the economic crisis took hold. International golf tourism to the USA also performed well for long-haul travel as well as from neighbouring Canada, whose economy was riding high, and for the new affluent golf markets of Latin America, whose first forays were frequently to well known US golf destinations. Asian markets too were busy organising groups of golfers to America's west coast. Canada itself can be happy with its position as a golf destination even with its limited seasonality.

Caribbean

The Dominican Republic continues to grow strongly even on the back of a number of years of steady growth and popularity, perhaps at the expense of some other Caribbean destinations, some of which appear to have lost some traction amongst IAGTO operators. There is quite a broad range of results for Caribbean islands which indicates that the overall market is strong but that golf travellers like to chop and change golf destinations from year to year and do not exhibit a clear destination loyalty. Trinidad & Tobago can be very pleased with the reported growth they enjoyed last year.

Latin America

Mexico performed well, helped by a strong Canadian market and US-based operators shifting sales to nearby destinations. With its wealth of product, it should perhaps be doing even better. Both Chile and Uruguay enjoyed some significant growth last year, no doubt off the back of the success of Argentina, which remains the most important golf destination in Latin America south of Mexico. The lack of emergence of golf course clusters in Brazil's popular tourism destinations has meant that, as a country, it has not been able to capitalise on the interest that has been shown in the destination for the past few years. Brazil's strong economy also means that it has been more difficult to generate growth from the neighbouring Latin American markets. Costa Rica, in many respects the undiscovered gem in Latin America, has not yet mobilised as a golf destination and therefore has made little impact on IAGTO operators to date.

South East Asia

The appeal of Cambodia together with the proactive work of IAGTO tour operators selling the small golf destination of Siem Reap has seen its sales rise to the 4th fastest of all golf destinations as Cambodia gains awareness and popularity.

Thailand, as expected, has done well, perhaps benefitting also from Pattaya being named IAGTO Golf Destination of the Year in 2012. By achieving the 5th strongest growth in 2012, Thailand has become the 7th most-important golf destination for IAGTO operators.

The ASEAN countries overall performed very well last year and Malaysia, host of the inaugural Asia Golf Tourism Convention in 2012, can be very proud of being ranked 15th in importance to IAGTO golf tour operators. Vietnam is very well positioned and both Indonesia and even Singapore have established them strongly in IAGTO operators' programmes.

North Asia

China, fuelled by interest in the rapidly-emerging golf destinations on Hainan Island, along with the established destinations of Kunming and Shenzhen, enjoyed strong growth last year. The significance of Japan as a golf destination for some markets ensures that it has a foothold amongst IAGTO operators as a golf destination, but it has yet to find a way to generate significant growth.

Australia & New Zealand

The strength of the Australian dollar, whilst being a boon to the country's position as an outbound market, has limited its growth as a golf destination in the past 12 months. New Zealand's proximity to Australia is not only geographical, but is also reflected in its performance as a golf destination both in terms of importance to IAGTO operators and rate of growth.

Indian Subcontinent & Indian Ocean

Mauritius is the stellar performer in this part of the world, creating and developing a sustainable appeal as a golf destination for the past decade. It implemented a carefully-planned golf development strategy and 7 of the island's 8 golf courses are now responsible for delivering over 6% of the country's international visitors. It is no surprise that IAGTO operators continue to promote and sell the destination.

Growth in golf tourism is in the early stages for both India and Sri Lanka, but they can both be pleased with the fact that the growth rates far exceed their current positions in terms of importance to golf tour operators.

Middle East

The golf destinations of the United Arab Emirates, most notably Dubai and Abu Dhabi, saw golf tourism grow faster than all but 8 other destinations and they are ranked 13th in importance to IAGTO operators. Qatar has found that it is difficult to sustain growth year on year with only one golf course, excellent though it is, and the political turmoil in Bahrain of course had a dramatic effect on visitor arrivals.

North Africa

Whilst golf tourism to Morocco from France was affected by North Africa's political events, golf tourism overall to the country performed very well, with the destination growing 13th-fasted and securing a position as the 9th most-important destination for IAGTO operators. With more golf courses coming online in each of the next 5 years, it is likely that this trend will continue and Morocco will go from strength to strength.

Tunisia and Egypt of course lost considerable ground in 2012 and lost considerable business in terms of golf traveller arrivals from IAGTO operators. Yet their importance remains relatively high, so it should be possible to reverse the tide once operators feel that it is the right time to drive golf tourism back to these previously very popular destinations.

South & East Africa

South Africa enjoyed some moderate growth last year but not in line with its potential importance to golf tour operators worldwide. This will come only through coordinated international promotions which encourage the golfer to visit South Africa for the primary purpose of playing golf. With elections now having taken place, it is hoped that tourism to Kenya will recover along with golf traveller arrivals.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BUYERS IN 61 COUNTRIES
IAGTO
1 Trafalgar House, Grenville Place, London, NW7 3SA, United Kingdom
Tel: +44 20 8906 3377 Fax: +44 20 8906 8181 Email: info@iagto.com
Website: www.iagto.com
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