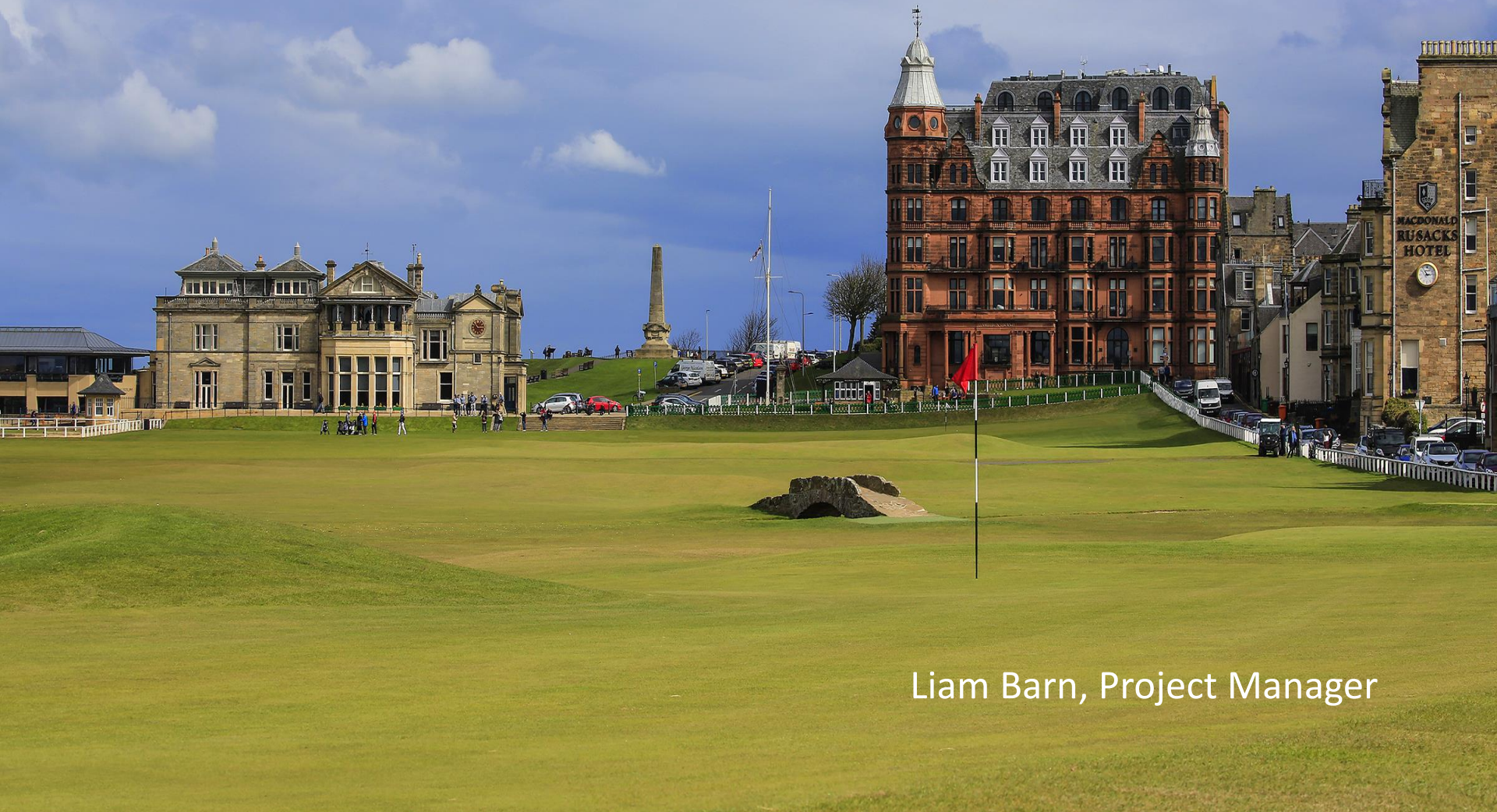




FIFE GOLF



Liam Barn, Project Manager

Introduction



- Purpose – The Aim
- Structure
- Funding
- Activities
- Value of Golf in Fife
- Opportunities around The Open 150

Our Aim



‘To develop opportunities for all golf related tourism businesses in Fife by engaging with B2C and B2B customers in local, national and international markets’

Structure



- Not for profit Limited Company
- Project Manager
- Chair
- Board of Directors – Different backgrounds
- Observers
- Scottish Golf Tourism Development Group

Funding



Scottish Enterprise



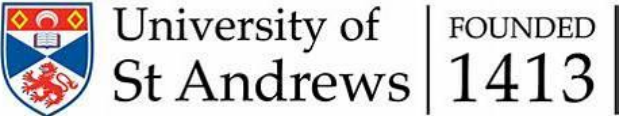
Supported by



- Public Sector
- Membership
- Sponsorship



Membership



- Open to any business wishing to engage with a golf audience – membership £330 per annum
- All the golf courses are members
- 16 Accommodation Providers
- 9 Tour Operators
- 3 'Non-Golf'



Activities



- Website, PR, Social Media and E-newsletter
- Asset Creation
- Events
- FAM Trips
- Heartlands of Fife
- B2B Engagement – tour operators/media
- Supporting Participation

Importance of Golf to Fife

- Worth £52m* in direct spend to the economy
- Supports over 1,800 jobs in the region
 - Provides career pathways
- Supports businesses across the region
- It helps promote and position the region on a global level
 - Tour operators and visitors
 - Media organisations
 - Social/Vlogger



*VS 2016

Importance Major Golf Events

- The Open, Senior Open and Women's British Open
- 144th Open St Andrews 2015
 - £140 million economic benefit to Scotland
 - Visitor spending generated £88 million

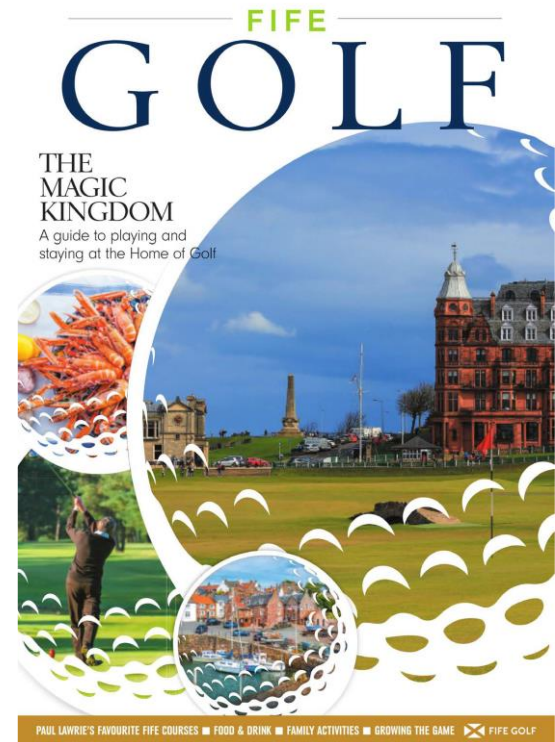
Showcasing the region

- £52 million in marketing benefit gained by broadcasting into over 500 million households world side
- Media
- Influencer



The Open 150

- Pre-event
 - 150th Open, St Andrews: Local Communities and Business Bronze Group
 - Social Media – R&A and VS
 - Newsletter
 - Website
 - Media / Vloggers
- Event
 - Exhibition in partnership with VS 10-17 July
 - Fife Golf Magazine
 - Food and Drink
 - Sample Package Promotion
 - Giveaways
 - Social Media
 - Competitions



How to Engage

- www.visitfifegolf.com
- liam@visitfifegolf.com

- Social tag
 - @visitfifegolf
 - @fifegolf
- Via Member Groups – Welcome to Fife etc





Thank You

