



Royal Wellington Golf Club

**100% PURE  
NEW ZEALAND**

[newzealand.com](http://newzealand.com)

# GOLF TOURISM NEW ZEALAND

**PROGRESS REPORT  
FOURTH EDITION**

October 2017





# Golf Progress Report

Your support over the past year has helped us make some good progress on delivering the International Golf Tourism Strategy and growing New Zealand as a golf destination. I'm pleased to share some of these achievements with you through this report.

As we enter our fourth year, we are fortunate to have several major golf events to help solidify New Zealand's place on the world stage. Paired with continued improvements on our supply side, we expect to see strong numbers for the remainder of 2017/2018's financial year.

This report provides a summary of activity taken by Tourism New Zealand (TNZ) and Golf Tourism New Zealand (GTNZ) over the past 12 months.

Key highlights for the year include:

- International golf rounds up
- Two new Marquee courses
- Online education modules launched for GTNZ courses
- 10 famils and media visits that generated significant international media coverage
- Launch of 'Courses of Nature' marketing campaign and activity undertaken in-market aligning with the three major golf events in 2017.

It was fantastic to see that inbound golf tourism grew once again over this past summer and shoulder season. Our final golf event for 2017, the Asia Pacific Amateur Championship, provided even more valuable exposure in core markets around the world.

While inbound numbers are strong, we can't forget that the strength of our product relies heavily on the service levels and hospitality we provide. A great experience is the key to encouraging repeat business and attracting new players. With this in mind I urge every course to regularly review its service levels, staff training, visitor amenities and pricing models to make sure they all support the creation of a fantastic user experience.

As a golf tourism industry we should all be pleased with what we have achieved so far. However, in order to achieve continued growth we must remain committed to delivering on the needs of our international visitors while showcasing all that New Zealand has to offer as a golf destination.

Best Regards,

**Ryan Brandeburg, PGA**

*Executive Director, Golf Tourism New Zealand  
Golf Specialist, Tourism New Zealand*

Have a question or want to know more? I would love to hear from you. Email me at [ryan@gtnz.kiwi](mailto:ryan@gtnz.kiwi) or give me a call on **09 215 7401**.



## Key facts and figures

We track and report on golf performance through a variety of means:

### International Visitor Survey (IVS)

Data, including golfer spend, comes from the IVS, which is carried out by the Ministry of Business, Innovation and Employment (MBIE). It is collected from visitors who have recently departed New Zealand. The sample size for the IVS is 8,900 international visitors per year, and those who play golf are a small percentage of this, so it's important to note that the number of golfers included in results can fluctuate significantly.

### Marquee course rounds

Our most reliable data source is through the submission of international rounds from the Marquee courses. These numbers are submitted monthly to international audit and accounting firm BDO.



### INTERNATIONAL VISITOR DATA SHOWS:

TOTAL MARKET SPEND DATA FROM THE IVS YE JUNE 2017



TOTAL  
MARKET SPEND



MARKET SPEND  
FROM AUSTRALIA

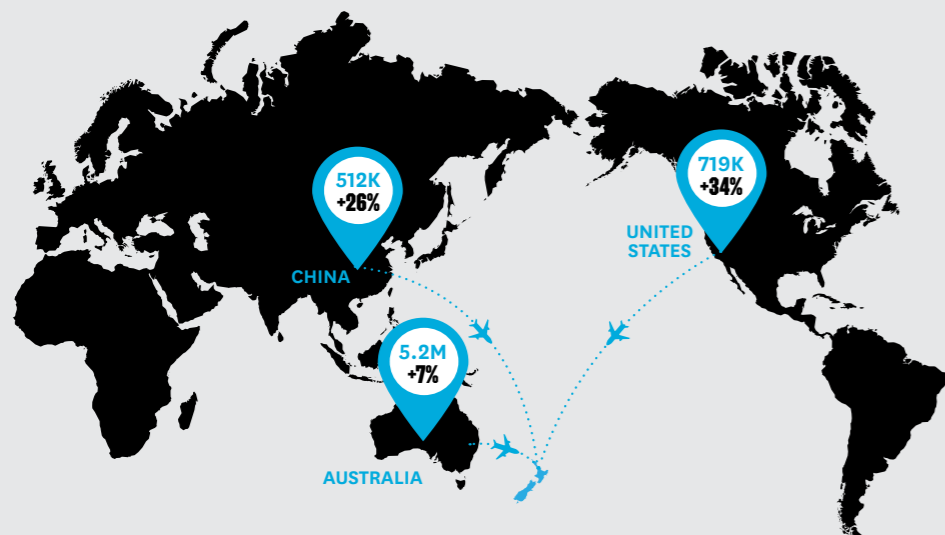


MARKET SPEND  
FROM CHINA

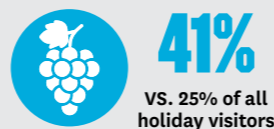


MARKET SPEND  
FROM UNITED STATES

NON-STOP AIR CAPACITY (SEATS) FOR  
YE JULY 2017 AND GROWTH ON LAST YEAR



HOLIDAY VISITORS  
WHO PARTICIPATE IN  
GOLF HAVE A STRONG  
PROPENSITY TO VISIT  
VINEYARD AND WINERIES

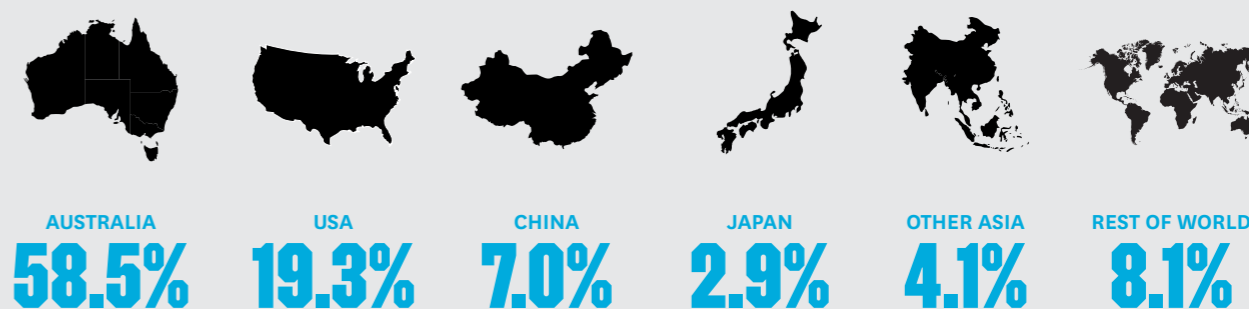


AVERAGE SPEND OF A  
GOLF VISITOR FROM USA  
APPROXIMATELY\*



### DATA COLLECTION FROM THE MARQUEE COURSES THROUGH MARCH 2017 SHOWS:

MARQUEE COURSE INTERNATIONAL ROUNDS



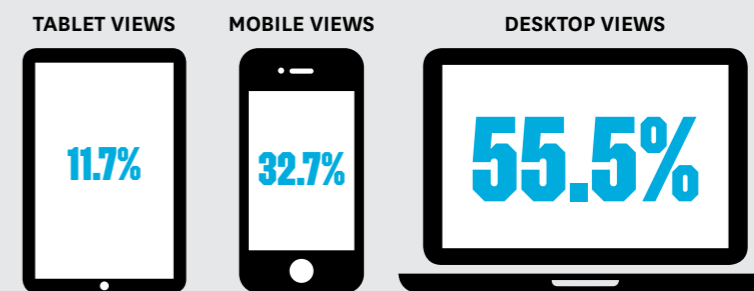
NEW ZEALAND HAS A  
RANGE OF WORLD CLASS  
MARQUEE GOLF COURSES AND  
EXPERIENCE COURSES



International rounds played  
on Marquee Courses in 2016

**+17% VS. 2015**

### NEWZEALAND.COM STATS, GOLF HUB - JULY 2016 JUNE 2017



VISITS TO NEWZEALAND.COM **71,605**  
ACTIVE VISIT GROWTH YOY **33%**  
REFERRALS **35,000**

TOP TRAFFIC AND REFERRAL MARKETS:

#1 AUSTRALIA	#4 CHINA
#2 NEW ZEALAND	#5 INDONESIA
#3 UNITED STATES	#6 GERMANY

## Tourism industry facts: how is the wider industry performing?

Tourism plays a significant role in the New Zealand economy in terms of producing goods and services and creating employment opportunities.

Latest statistics from the Tourism Satellite Account Year end March 2016 released by Statistics NZ show:

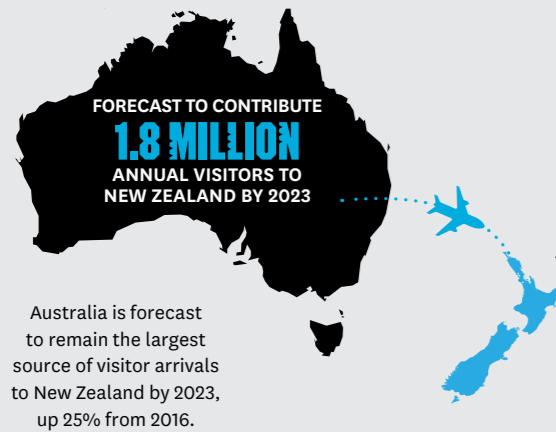
- Total tourism expenditure was \$34.7 billion, an increase of 12.2% from the previous year.
- International tourism expenditure increased 19.6% (\$2.4 billion) to \$14.5 billion, and contributed 20.7% to New Zealand's total exports of goods and services.
- The indirect value added of industries supporting tourism generated an additional \$9.8 billion (4.3%) to GDP.

- 188,136 people were directly employed in tourism (7.5% of the total number of people employed in New Zealand).

MBIE forecasts tourism to play an increasing role in New Zealand's economy over the coming five years:

- Total annual international spend is forecast to reach \$15.3 billion in 2023 (from 10 billion in 2016, up 52.1%), equating to a growth rate of 6.2% per year.
- China is expected to become New Zealand's largest tourism market by spend during the forecast period to reach \$4.3 billion annually by 2023 (accounting for 51% of total international spend). Visitor numbers are expected to reach just under one million annually by the end of the forecast period and contribute 37% of total international visitor growth from 2016 to 2023.

### STATISTICS FROM MBIE RELEASED IN MAY 2017 SHOW:



**INTERNATIONAL VISITOR ARRIVALS TO NEW ZEALAND ARE FORECAST TO REACH 4.9 MILLION VISITORS A YEAR IN 2023**  
(from 3.5 million in 2016, up 39%)

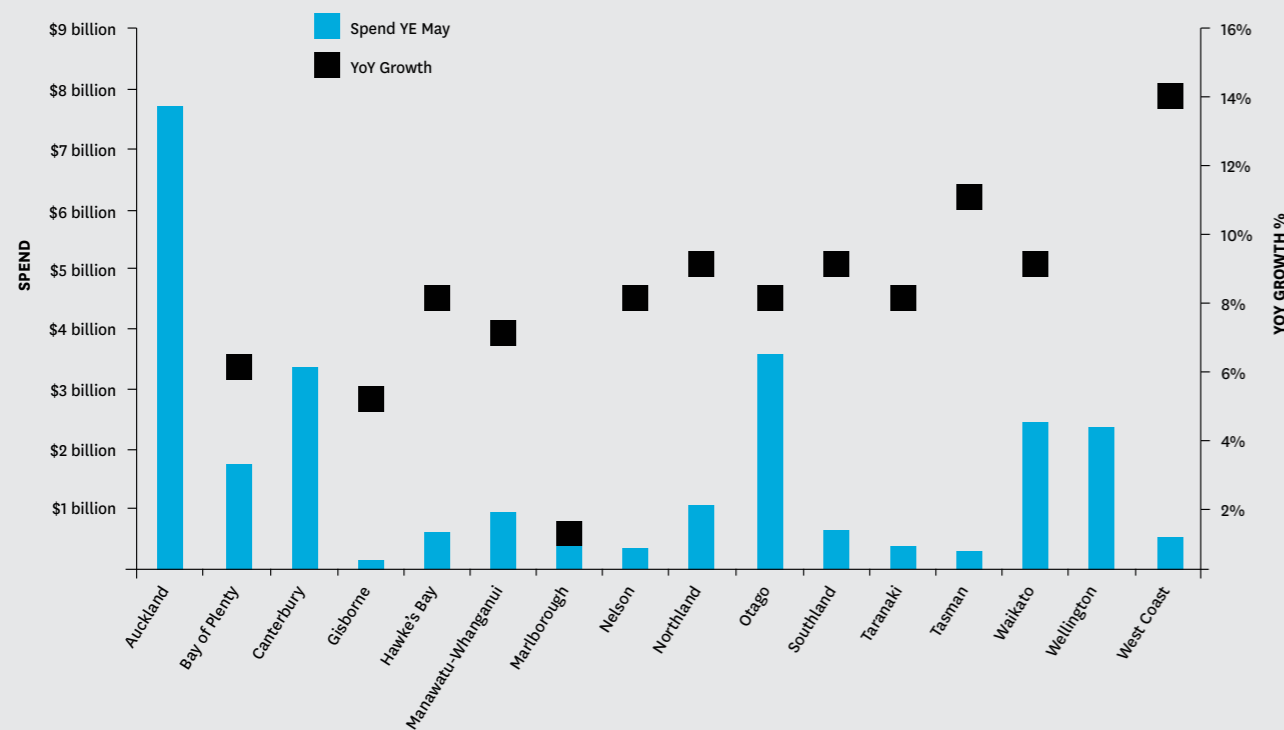
**EQUATING TO A GROWTH RATE OF 4.8% PER YEAR**

**TOURISM SATELLITE ACCOUNT YE MARCH 2017 FROM STATISTICS NZ SHOWS:**



**TOURISM DIRECTLY CONTRIBUTED \$12.9 BILLION TO NEW ZEALAND'S GDP.**

### TOURISM SPEND YEAR ON YEAR AND GROWTH BY REGION, YEAR ENDING MAY 2017



Wainui Golf Club, Auckland

### Two new Marquee courses

We are pleased to announce the addition of two new Marquee courses in Auckland. Wainui Golf Club is located near Orewa and Windross Farm Golf Course (home of the MCKAYSON New Zealand Women's Open 2017), is located near Ardmore Airport. Both courses officially opened in early 2017 and went through the GTNZ Assessment process, accumulating the necessary points to qualify for Marquee status.

Both courses are fantastic additions to the Auckland area and complement the existing Gulf Harbour Country Club and Titirangi Golf Club Marquee courses. New Zealand is now home to 14 Marquee status courses.

### Benefits of a caddy programme

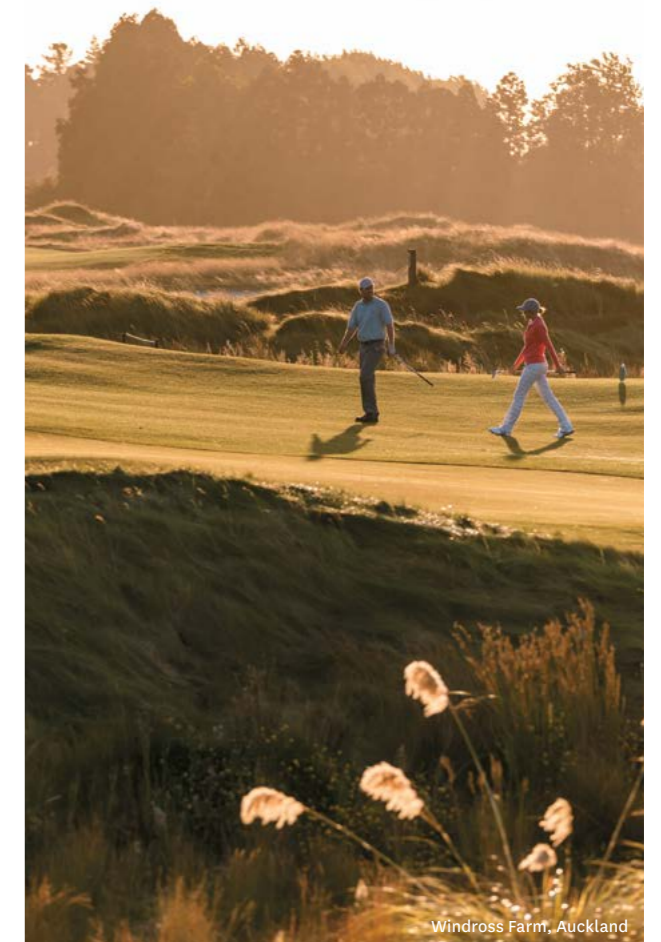
The Paraparaumu Beach Golf Club has added a caddy programme to enhance the visitor experience at its club. This brings the number of courses in New Zealand offering a caddy programme to four, including Kauri Cliffs Golf Course, Tara Iti Golf Club, and Cape Kidnappers Golf Course.

The *Activating the China Golf Market* study from 2015 found that caddies are an important factor when Asian golfers, and many premium American golfers, are booking their tee times.

Cape Kidnappers is leading the Chinese rounds count among Marquee courses (June 2017), something Director of Golf Jon McCord attributes in part to its caddy programme: "Our Chinese groups often enquire about caddies before they commit to booking, and our ability to deliver caddies has absolutely helped us to secure Chinese business at both Kauri Cliffs and Cape Kidnappers."

The need to further develop caddy programmes in New Zealand has prompted New Zealand Golf to create an annual New Zealand Caddy Scholarship. The recipient for 2016 was 18-year-old Joshua Royds of Tara Iti Golf Club, who is currently caddying at Kingsbarns in Scotland after a successful summer at Tara Iti. Josh underwent his caddie education at **The Academy of Caddy Training**, which aims to develop caddy skills, knowledge and abilities to provide a career path.

For any club we may have missed that offers caddies, or for information on how to start your own caddy programme, please contact Ryan Brandeburg on ryan@gtnz.kiwi or 09 215 7401.



Windross Farm, Auckland

## Famils and media visits

In the past year to June 2017 TNZ has hosted 10 travel trade familiarisation tours (famils) and media visits with support from courses and RTO's. Famils are a valuable way to show off New Zealand's top golfing experiences to travel sellers and the media.

Travel trade famils are an opportunity for GTNZ courses to provide their best experience possible to visiting overseas agents. Before they visit, agents are vetted by TNZ and agreements are put in place regarding sales targets.

Sometimes agents will book through an inbound tour operator. There is often confusion when this occurs, as you meet these agents, introduce products, spend time with them but might not hear about the results of this work.

It's important that you know that TNZ is providing these agents with support to ensure your product is as well-placed as possible.

Media famils are also an opportunity to showcase your product for visiting members of the international media. As with travel trade famils, media famils are put together to meet the needs of the media outlet and showcase a range of New Zealand experiences.

To share the results of media famils, a new tool called My TNZ has been created. Organisations who participate in TNZ's International PR programme have been invited to view media results. An organisation can only see its own results (not those of other organisations), and only when it has been mentioned in a media article.

To access your organisation's media results, you would have received an invite to log in. Once your account is activated, you will receive an alert when your organisation is mentioned in an article that has been loaded into My TNZ. Media results are updated monthly.

» [Find out more information about My TNZ](#)

### Famil highlights

#### Australian Trade Famil

In October TNZ hosted four golf travel sellers from Australia for a six-day golf famil of the North Island. The group visited and played Kauri Cliffs, Wainui, Windross Farm, Wairakei, The Kinloch Club, Cape Kidnappers, Royal Wellington, and Paraparaumu. One of the key results of this famil was the creation of the Auckland Golf Passport which was developed with Golfer Escapes, who are the largest wholesale operator in Australia and provide golf holiday infrastructure for Qantas Golf, GolfLink, and ISeekGolf.

#### Perry Golf Trade Famil

One of America's best premium golf travel sellers, Perry Golf, visited New Zealand during May's TRENZ event in Auckland. After TRENZ, a Perry Golf representative was hosted by TNZ visiting Northland, Auckland, Taupō, Hawke's Bay, Wellington, and Queenstown. In total, they experienced 10 Marquee courses, and several premium lodges, hotels, restaurants, and activities.

#### China Trade Famil

In November 2016, TNZ hosted six Chinese travel sellers for a nine-day itinerary. The agents visited Auckland, Taupō, Hawke's Bay, Wellington and Queenstown. In total, they visited 10 Marquee courses, several of our top hotels and lodges, and experienced iconic New Zealand activities like the Huka Falls Jetboat, TSS Earnslaw, and a Weta Workshop tour.

#### Fox Sports Australia

Fox Sports Australia's 'The Golf Show' was brought back for a fourth year, this time focusing on our two new courses in Auckland along with long-time world top 100, Kauri Cliffs. The MCKAYSON New Zealand Women's Open at the new Windross Farm, activities around Auckland, and the new Auckland Golf Passport were also components of the show.

» [Watch a clip of the Auckland show](#)

» [Watch a clip of the Kauri Cliffs show](#)

#### Private Clubs Magazine

US-based publication *Private Clubs Magazine* visited New Zealand during the 2017 New Zealand Open in Queenstown. The magazine is associated with US club management powerhouse ClubCorp, and the writer had an itinerary that included several stops to see our best golf, accommodation, food, wine, and activities.

» [Read the article in the magazine's summer 2017 issue](#)

#### Singapore Airlines Media Famil

The Wellington Regional Economic Development Agency (WREDA) and Singapore Airlines held a media famil at Royal Wellington Golf Club in



Milbrook Resort, Queenstown

late 2016 as part of the celebration surrounding the new direct flight from Singapore to Wellington (via Canberra). Royal Wellington's hosting of the 2017 Asia Pacific Amateur Championship was of significant interest to these journalists, who rarely have a chance to cover anything golf-related in their travels.

#### LeSports

Chinese media powerhouse LeSports was hosted by TNZ during the 2017 New Zealand Open. A cameraman, producer, and presenter visited Northland, Auckland, Wellington, and Queenstown. In total, they filmed at seven Marquee courses, including during the final round of the Open. Along the way, they experienced a mix of luxury lodges and city hotels, enjoying incredible food, wine, and activities including Over the Top's cliff-top par three.

The results of the visit, which is one of the most valuable pieces of golf media we have received, can be seen here:

- » [Teaser of Go To New Zealand: Experience The Intimate Service of Air New Zealand's Business Premier](#)
- » [Go to New Zealand I: Experience Kauri Cliffs and Windross Farm Golf Courses](#)
- » [Go to New Zealand II: A Visit to the Only Course in New Zealand That Hosted Tiger Woods](#)
- » [Go to New Zealand III: Experience Extreme Golf by helicopter](#)
- » [Go to New Zealand IV: The Millbrook Resort and The Hills Golf Club for The NZ Open](#)
- » [Go to New Zealand V: Colours of Wellington and Wines of New Zealand](#)
- » [New Zealand and their Courses of Nature](#)

#### GOLFaktuell

TNZ assisted with German print publication *GOLFaktuell's* visit during February and March 2017. The result was a two-part feature (released 2 June and 19 June) that covered seven Marquee courses and numerous activities around the country. In addition to the golf coverage, the writer also ventured to Fiordland, Tongariro National Park, Rotorua, and Hokitika.

- » ['Grandiose Natur und edle Wiesen – Eine Golfreise durch Neuseeland \(Teil 1\), GOLFFaktuell Part 1 \(2 June 2017\)](#)
- » ['Eine Golfreise Durch Neuseeland – Teil 2', GOLFFaktuell Part 1 \(19 June 2017\)](#)



Paraparaumu Golf Club, Wellington



Cape Kidnappers, Hawke's Bay

## Market activity

TNZ promotes New Zealand as a golf destination in a range of target markets across the world. Most golf marketing activity occurs in the markets that have been identified as having the most potential for delivering golf tourism. This includes Australia (largest volume of inbound golfers and significant repeat business), China (the fastest emerging golf market in the world), and the USA (largest and most mature golf market in the world). Golf marketing also occurs on a smaller scale in other target markets.

### International trade shows

#### International Golf Travel Market (Europe)

In November 2016, TNZ attended the International Golf Travel Market (IGTM) in Mallorca, Spain. IGTM is a golf travel trade show presented by the International Association of Golf Tour Operators (IAGTO), an organisation that pairs golf suppliers (courses, destinations etc.) with buyers of golf travel (travel agents, wholesalers etc.), and golf media.

IGTM is IAGTO's international show, where suppliers and buyers from all over the world can book pre-scheduled, one-on-one meetings with each other. The scheduling platform allows interested buyers to request appointments with us, and for us to request appointments with buyers we are interested in working with. TNZ held over 50 meetings during the course of the show with buyers from all over the world.

At travel trade shows like this TNZ uses a variety of print collateral, presentations and video content to showcase New Zealand's golf and tourism product.

#### US PGA Show (USA)

In January 2017, TNZ attended the US PGA Show in Orlando, Florida. This is the third year TNZ had attended in a joint venture with US-based Premier Golf, the official travel provider of the PGA of America. The 2017 PGA Show had just over 43,000 attendees and promoted New Zealand as a golf destination to PGA Professionals who travel with and/or influence their club member's travel. Visitor groups previously generated from the PGA Show have been high spending, premium groups that move around New Zealand during their visit.

#### Asia Golf Tourism Convention (Vietnam)

In May of 2017, TNZ attended the Asian Golf Tourism Convention (AGTC) in Danang, Vietnam. AGTC is presented by IAGTO with a focus on generating business from Asia. TNZ held 34 pre-scheduled appointments between buyers and suppliers and an additional 10 appointments outside of the conference. AGTC was also attended by New Zealand suppliers Kauri Cliffs, Cape Kidnappers, Royal Wellington, Terrace Downs, Par NZ, and New Zealand Golf and Travel, each having their own stream of appointments.

» [View a brief video explaining AGTC.](#)

### Activity undertaken in market

#### Drummond Golf Campaign (Australia)

In the past year TNZ partnered with Drummond (Australia's largest golf retailer with 50 stores and a customer base of more than 250,000) to promote New Zealand golf.

Sam Gole, the editor of Drummond Golf Magazine *Discover Golf* was hosted on famil in March 2017. Sam's content will be used to feature NZ as a golf hero destination throughout 2017/2018. In addition the finale of the annual New Zealand Drummond Cup (inter-state tournament) will be held in Wellington in April 2018.

During May 2017, (referred to in the campaign as the 'Month of New Zealand'), each customer who made a purchase at Drummond had the opportunity to win a luxury North Island golf experience (with an option of adding the South Island). All customers automatically received a 16-page glossy brochure highlighting North Island golf experiences and travel packages, with additional content on the South Island. A copy of the brochure can be downloaded [here](#).

The promotion was supported by content in Drummond Golf's *Discover Golf* magazine, direct email marketing, and television via Fox Sports' telecast of the PGA Tour and during airings of 'The Golf Show'.

TNZ chose to feature the North Island due to the overwhelming majority of Australian golfers (71%) playing their golf in the South Island. This was a great opportunity to introduce golfers to other New Zealand product and encourage them to experience all of New Zealand.

#### ClubCorp Partnership (USA)

TNZ has recently partnered with the Chicago-based travel agency Down Under Endeavours (DUE) to gain access to Club Corp members throughout the United States. Activity to date includes New Zealand themed events at private clubs and golf courses as part of our Best of New Zealand showcase.

In order to fully leverage this result we again partnered with Air New Zealand, on a dedicated direct email campaign. This focused on a luxury New Zealand 'swing and sip' golf itinerary. DUE have received a number of leads and quotes from this initiative.

#### BMW Event in Sydney

In April 2017, TNZ partnered with BMW and Melbourne-based GOLFSselect to participate at one of BMW's golf events at St. Michael's Golf Club in Sydney. TNZ provided a hole in one prize at the event that focused on the destinations hosting our major golf events of 2017 (Queenstown, Auckland, and Wellington). TNZ's attendance provided the opportunity to speak to every golfer in the field about New Zealand, our courses, accommodation, activities, food, and wine. TNZ staff also had the chance to address the audience during the lunch that followed (tying back to the Golf Strategy of speaking directly to premium golf consumers in key markets).

#### Rata Dining Event (China)

In late 2016, Auckland Tourism Events and Economic Development (ATEED), with additional support from Tourism New Zealand and New Zealand Trade and Enterprise, brought New Zealand celebrity chef Josh Emett to one of China's premier private golf clubs, Nicklaus Club Beijing. Emett's Queenstown restaurant, Rata, was recreated inside Nicklaus Club for two sold out Michelin dinners using New Zealand sourced ingredients and featuring several New Zealand wines. This opportunity allowed TNZ to speak to golfers at Nicklaus Club, and then interact with them in a social setting while showing off beautiful New Zealand scenery, food, and wine.

## Events

2017 looks to be the most significant year for golf events in New Zealand's history. Three golf tournaments have the support of New Zealand Major Events, the first of which was the ISPS Handa Men's New Zealand Open, which took place in March across two venues, The Hills and Millbrook Resort in Arrowtown.

The 2017 ISPS Handa Men's New Zealand Open saw the first Kiwi winner since 2003, and next year's event will be even bigger, with the Open officially now co-sanctioned by the Asian Tour (along with the PGA Tour of Australasia). From 2018 the Open will include 30 members from the Asian Tour and be broadcast live on the Asian Tour's global television platform.

The MCKAYSON New Zealand Women's Open in late September was New Zealand's first Ladies Professional Golf Association (LPGA) Tour event. The four day event ran from 28 September–1 October at the Windross Farm Golf Course in Auckland. Hosted by New Zealand golf superstar Lydia Ko, the event featured several players new to the LPGA Tour including Brooke Henderson. The worldwide television distribution of the LPGA Tour helped to showcase New Zealand as a golfing and holiday destination and TNZ worked with the event to ensure other destination content was included in the broadcast.

The final major golf event of 2017 was the Asia Pacific Amateur Championship, played at Royal Wellington Golf Club from 26-29 October. A collaboration between Augusta National Golf Club, the R&A, and the Asia Pacific Golf Confederation, the event was broadcast to more than 160 countries around the world including significant destination content from all over New Zealand.

## Qualmark

This year all 14 Marquee courses will go through a Qualmark evaluation. We also encourage the New Zealand Experience Courses, and the remainder of the golf courses in the country to consider the benefits of attaining Qualmark endorsement as it becomes a key part of our tourism experience.

*"Qualmark is an important part of our strategy and guest experience as it provides our guests with the peace of mind that they are going to experience a top quality product. With annual assessments, a traveller can book our resort knowing that our business has been reviewed by an independent company and the quality of the product and service passes this national assessment – earning us New Zealand tourism's official quality mark. Qualmark is a well worthwhile annual assessment for any business as we all strive to provide the best guest experience possible."*

*Ciara Craig, Head of Marketing and Guest Experience at Millbrook Resort*



Millbrook Resort, Queenstown

## Campaign, digital & print work

Tourism New Zealand has created a range of content to promote the country's unique golf product.

### Courses of Nature on show

A new major golf campaign 'Courses of Nature' went live in March 2017 during the ISPS Handa New Zealand Open. The campaign leverages the three major events of 2017 as an opportunity to tell the story of our world class golfing experience. It also showcases the golf courses hosting those events as well as selected courses around them, and activities, food, and wine in the regions the events are being held. The idea is built on the unique natural environments that our courses are created within and to demonstrate the diversity of golfing and other nearby experiences.

The campaign was launched in paid media through Facebook and YouTube in Australia as well as being distributed to international media channels and golf industry globally. Video content has been created and cut to several different versions and lengths. Additionally, there is B-Roll footage available for download from the Courses of Nature Shoot, and it can be found by following this [link](#) and searching "golf".

A selection of video versions can be viewed by following the links below. If you are unable to view YouTube videos, or should you wish to download the videos, please contact Ryan on [ryan@gtnz.kiwi](mailto:ryan@gtnz.kiwi).

- » [Golf Courses of Nature](#)
- » [Golf Courses of Nature, Auckland](#)
- » [Golf Courses of Nature, Wellington](#)
- » [Golf Courses of Nature, Queenstown](#)

The second phase of the campaign launched in October in Australia, USA and China.

### Great New Zealand Golf Guide

After a successful first edition of AA Traveller's 'Great New Zealand Golf Guide' in 2016, a second updated edition is currently underway. The original print run saw 50,000 copies distributed throughout New Zealand and Australia and delivered to key offshore stakeholders. Offshore stakeholders are critical, as they allow the guide to be used as a pre-planning tool for a New Zealand visit.

The second edition, with a further print run of 50,000, will feature the 14 Marquee courses, 24 Experience courses, our recent major golf events, regional information, and information on travelling to New Zealand.

Five 'Unique Country Courses' are also featured. These courses, all rustic in nature, serve as a trial to see if this kind of product is of interest to the international market. The courses selected sit either directly on, or very near, the established golf trails. They include Te Pohue, Takapau, Tarras, Roxburgh, and Tokanui Golf Club.

### Top Golf Courses of New Zealand

Tourism New Zealand has also released a new version of golf collateral, **Top Golf Courses of New Zealand**, in both English and Chinese. The size, shape, format, and paper stock has changed to align with a more premium look and feel. The book contains 65 pages of content including an introduction to golf in New Zealand, a map, and listings for each of the Marquee and New Zealand Experience Courses, several suggested itineraries, information on activities, food, wine and luxury lodging, regional content, important visitor information, and a profile of the MCKAYSON New Zealand Women's Open. Hardcopies are available in English.

- » [An English PDF version of the brochure can be found here](#)
- » [A Chinese PDF version of the brochure can be found here](#)

## Newzealand.com course listing translations

All Marquee and Experience courses have had their listings on [www.newzealand.com](http://www.newzealand.com) translated into Chinese, Korean, and Japanese. When users access [newzealand.com](http://www.newzealand.com) from these markets, they are taken to a landing page in their country's language, with content tailored to their particular market. For example, when visiting our golf hub from China, you would be redirected to [www.newzealand.com/cn/golf](http://www.newzealand.com/cn/golf).



The Kinloch Club, Taupo

## Is your course 'export ready'? A self-assessment guide

Taking an objective look at your course to determine if it meets the needs of international visitors is a great way to identify if you can take any steps to attract more international players. A short guide has been developed to help courses better understand their international appeal. Here is a sample, see the full guide [here](#).

- Good course conditions**  
Both playability and aesthetics are important. Qualified, competent, trained staff should be in place to deliver expected playing conditions.
- Timely correspondence**  
The industry standard is to reply to all emails, online booking forms, and telephone messages within 24 hours. It's important to keep in mind that a trip to New Zealand is a major investment in both time and money. Try and answer all correspondence as soon as possible to show visitors we value their business and time.
- Available amenities**  
International visitors expect amenities that are considered standard across golf courses - scorecards, pencils, locker rooms, showers, towels, and soap/shampoo. Additional offerings that are often appreciated include distance guides, caddies, complimentary tees and complimentary bottled water.
- Access to carts**  
Players from the USA and Asia tend to ride in golf carts. While we have beautiful walking courses in New Zealand, some long haul markets are just predisposed to playing golf with a cart.
- Meeting expectations - the importance of online booking**  
The ability to book tee times online is now the expectation for many golfers. Currently, we have very few golf courses providing this service to international visitors. The PGA of America and the National Golf Courses Owners Association (NGCOA) report that that around 25% of tee times are booked online. As mobile devices play a larger role in our day to day lives, it is inevitable that golfers will wish to use these devices to book their golf tee times.

## New Zealand Golf Digest launches

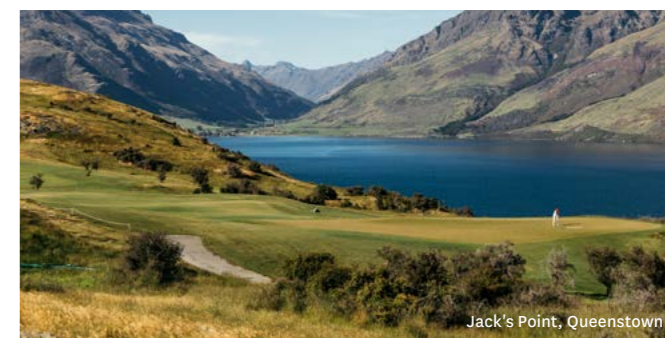
New Zealand's growing golf industry has been recognised with the launch of *Golf Digest New Zealand* in July 2017. *New Zealand Golf Digest* is the 29th international affiliate of *Golf Digest*, the world's largest sporting publication with a combined global readership of more than 15.5 million.

The interactive digital publication has videos that feature an easy 'one click' play feature and will be available on iPad, Android tablet and desktop. Daily news will also be provided on the website [www.newzealandgolfdigest.co.nz](http://www.newzealandgolfdigest.co.nz) as well as dedicated Facebook and Instagram pages. All these assets will carry the latest in golf news from New Zealand and across the various tours around the world.

*Golf Digest's* launch is an excellent testimonial to the quality of our product and the importance our market is playing around the world.

*"New Zealand, despite, and maybe because of, its remoteness, is at the centre of the golf world today. The stunning architecture of its new courses is the talk of every traveling golfer, and it's become one of the game's top destinations."*

*Jerry Tarde, Chairman and Editor-in-Chief of Golf Digest.*

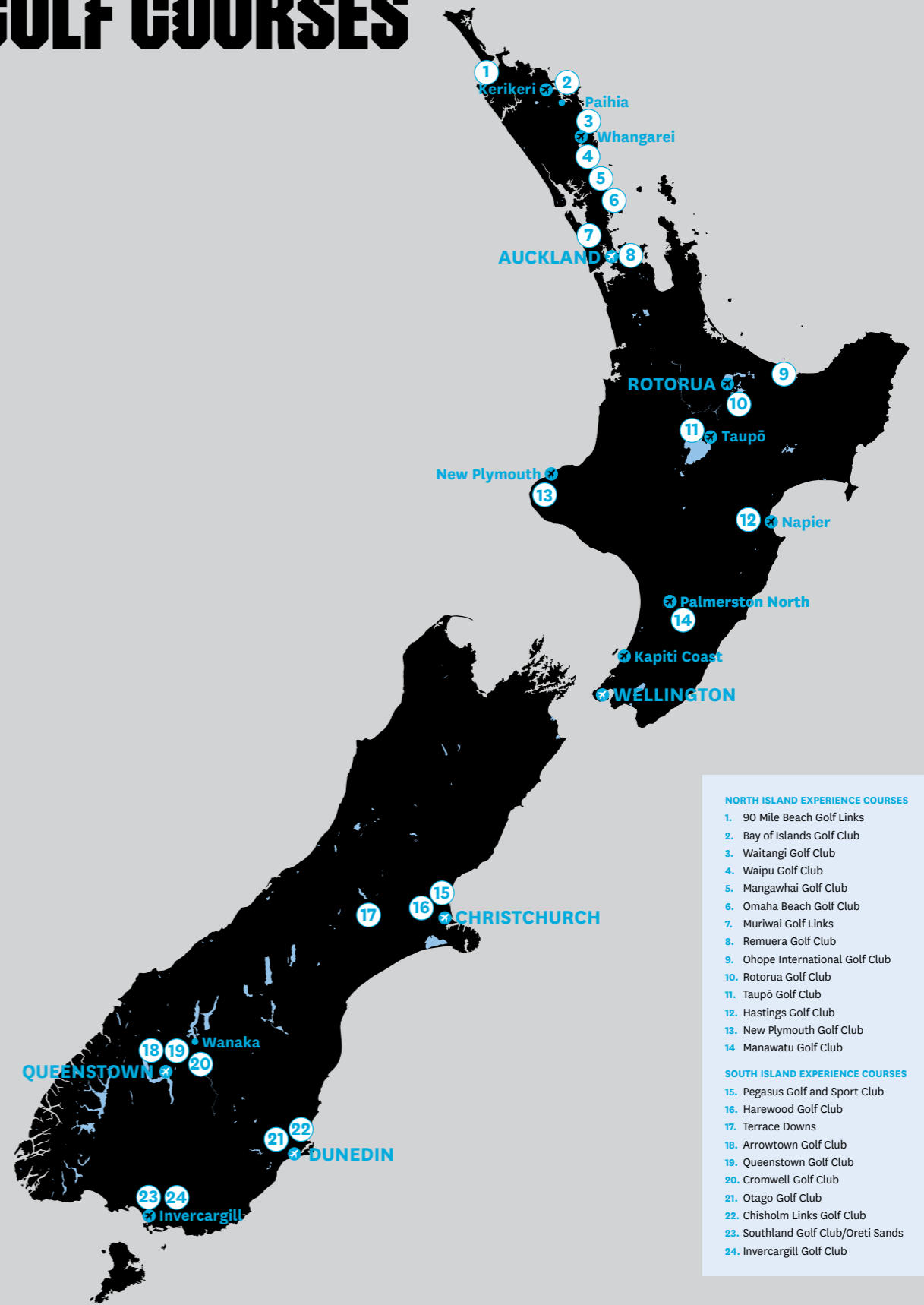


Jack's Point, Queenstown

# MARQUEE GOLF COURSES



# EXPERIENCE GOLF COURSES



- NORTH ISLAND EXPERIENCE COURSES**
1. 90 Mile Beach Golf Links
  2. Bay of Islands Golf Club
  3. Waitangi Golf Club
  4. Waipu Golf Club
  5. Mangawhai Golf Club
  6. Omaha Beach Golf Club
  7. Muriwai Golf Links
  8. Remuera Golf Club
  9. Ohope International Golf Club
  10. Rotorua Golf Club
  11. Taupō Golf Club
  12. Hastings Golf Club
  13. New Plymouth Golf Club
  14. Manawatu Golf Club
- SOUTH ISLAND EXPERIENCE COURSES**
15. Pegasus Golf and Sport Club
  16. Harewood Golf Club
  17. Terrace Downs
  18. Arrowtown Golf Club
  19. Queenstown Golf Club
  20. Cromwell Golf Club
  21. Otago Golf Club
  22. Chisholm Links Golf Club
  23. Southland Golf Club/Oreti Sands
  24. Invercargill Golf Club

**100% PURE**  
**NEW ZEALAND**  
[newzealand.com](http://newzealand.com)