

SECTOR-SPECIFIC RECOMMENDATIONS – GOLF

ONGOING: 2018-2023 – DRAFT ACTION PLAN

Recommendations	Actions	Key Partners
<p>Create targeted marketing campaigns to enhance Aberdeenshire's profile as a 'must play' destination within Scotland, segmenting activity to ensure that the spread of the Aberdeenshire golf product is marketed to relevant audiences (e.g. Parkland, Links) high net worth audiences – 'luxury golfers' and 'holiday golfers' (as defined by VisitScotland).</p>	<p><i>Carry out campaigns and initiatives through the golf trade press, develop partnership marketing activities with golf clubs eg. ambassador programme.</i></p> <p><i>Offer "golf trails" range of options; Scottish Links, Royal Deeside, highlighting iconic course designers, for example James Braid and Old Tom Morris.</i></p>	
<p>Grow the share of golfers to Scotland who choose Aberdeenshire as their principal golfing destination, and develop initiatives to encourage loyalty.</p>	<p><i>Develop campaigns, initiatives and associated offers that highlight the history of golf in Aberdeenshire and the high quality of courses.</i></p> <p><i>Collect insights & contact information on existing visitors to develop loyalty programme.</i></p>	
<p>Increase the share of 'holiday golfers' and 'luxury golfers' (as per the Visit Scotland Golf Visitor Survey) and seek ways to increase their overnight stays and spend 'off course'.</p>	<p><i>Encourage partnerships, dialogue and knowledge-sharing between golf clubs and local tourism businesses in order to improve:</i></p> <ul style="list-style-type: none"> <i>○ The overall quality of the visitor experience</i> <i>○ Packaging of experiences for golfing visitors (e.g. with food and dining, whisky tours)</i> <i>○ Information for golfing visitors about places to play at, characteristics of golf courses and what to do in the local area</i> <p><i>Develop trade marketing programme to connect more tourism businesses with golf tourism trade events.</i></p>	