

Golf tourism

6

Simon and Louise Hudson

Contents

Introduction	134
The marketing plan	134
1. The corporate connection	135
2. Analysis and forecasting	135
3. Setting marketing goals and objectives	138
4. Marketing strategy: targeting and positioning	138
5. Tactics and action plans	139
6. Resource requirements	139
7. Marketing control	140
8. Communicating the plan	140
Pricing	143
Basic approaches to pricing	145
Pricing strategies for new products or service	147
Other pricing techniques	147
Distribution	151
Distribution mix strategy	153
Alliances	154
References	157
Index	158



Published by Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ
<http://www.goodfellowpublishers.com>

Copyright © Simon and Louise Hudson 2010

All rights reserved by Goodfellow Publishers Limited. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher.



Design and setting by P.K. McBride

6 The Marketing of Golf Tourism

Spotlight: The Homecoming Scotland campaign



Visit Scotland promoting Homecoming Scotland, courtesy Visit Scotland

With Scotland synonymous with golf, the 2009 Homecoming Scotland campaign used its national sport as one of its main marketing levers. The year-long festival celebrated the 250-year anniversary of the birth of Robbie Burns, Scotland's signature poet. The golf component was the 'Drive It Home' campaign, featuring free golf for tourists from participating countries – United States of America, Canada, Sweden, France, Middle East, Germany, Italy, Australia, New Zealand, Hong Kong, Japan, China, Argentina, Brazil, Switzerland, Austria, Norway, Denmark, Finland and The Netherlands. The offer was for free four-ball fixtures at around 100 courses, encouraging groups to book a trip to Scotland via the dedicated website – www.driveithome2009.com. Drive It Home was Scotland's biggest ever golf promotion in its leading overseas golf markets.

With the offer prompting golfers to register online every five minutes of the day during the first phase, the promotion was intended to add around \$28 million to the Scottish economy that year, according to VisitScotland. Golfers are estimated to spend about \$3500 during an average trip there. In a bid to attract over 8000 golfers to Scotland, a second phase was launched in March 2009 with more courses participating. The initiative was created in collaboration with the Scottish Golf Union, Golf Tourism Scotland and the Scottish Ladies' Golfing Association.

Golf Tourism

VisitScotland's CEO, Philip Riddle promoted the campaign with a worldwide tour in 2008 to raise awareness among potential overseas tourists as well as the ex-pat community. 'We have a very widespread diaspora,' explained Riddle. 'There are almost as many Scots in Canada, for example, as there are in Scotland. There are very positive associations, too, for millions of people as well as an appreciation of what Scots have done around the world. We want to make 2009 the year for them to come home.' He was hoping to appeal to 'Blood' Scots (of Scottish descent) and 'Heart' Scots (those with a passion for the country and culture). Extending a general invitation to the world 'to anyone with an affinity to Scotland', Riddle toured the USA, Canada, Australia and New Zealand, their main long-haul markets. British golfers – Scotland's biggest target market – were also encouraged. 'There are probably more Scots living in Britain than in Scotland,' averred Riddle.

The Homecoming Scotland campaign consisted of three marketing directions: UK (including corporate and private segments); International; and Business. 'Golf transcends all three of these segments,' he said. 'We're going beyond leisure tourism and talking to business, too.' The Forbes conference, in June 2009, was located at Gleneagles as a quasi business/golf meeting. Internationally, the campaign was targeting the 'mature devotee', particularly from the North American market, who often wants to fit in two rounds per day, but also reaching out to Asian markets such as Korea.

Another major market for VisitScotland is Sweden, with well-heeled tourists spending on an array of associated products during their stay. 'Swedes tend to come not just for golf but to see things, eat, drink and shop,' said Riddle. A second prong of the Homecoming Scotland operation was whisky: 'Of course with golf and whisky, that's a good combination in itself, but we also have the poetry of Burns, our culture, heritage, great minds and innovation on the intellectual side.'

While featuring the country's world famous championship courses, Riddle also wanted to emphasize cheaper golf available in Scotland. 'Scotland is seen as the home of golf with top courses and top golfers which is sometimes off-putting,' he explained. 'We have the best golf courses in the world but we encourage people to look beyond the best ones. There are 550 courses – an immense array and variety. There are island courses, municipal courses and Edinburgh has some of the best value courses with fantastic views for just \$25 a round, compared to \$400 at St Andrews, for example.' In Scotland, he added, golf is the game for the 'common man'.

Golf combo packages were also promoted. 'In a loose sense, for example in the English market which is our biggest market, the husband will golf and the wife will want to do something else such as painting or visiting historical sites or family activities,' said Riddle. Many Scottish golf courses were also broadening their appeal by attracting beginners. With the scenic backdrop of lush landscapes, quaint villages and local pubs and restaurants, Scotland was also emphasizing golf/fishing combos. 'There is so much compressed into Scotland all within a relatively small area. You could be shopping in Glasgow in the morning, playing a world-class golf course in the afternoon like Loch Lomond, then staying on an island and having dinner in the evening with no-one around,' he added.

Chapter extract

**To buy the full file, and for copyright
information, click here**

[http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&st](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=209)

[oryID=209](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=209)



All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recorded or otherwise, without the written permission of Goodfellow Publishers Ltd

All requests should be sent in the first instance to

rights@goodfellowpublishers.com

www.goodfellowpublishers.com