



The 148th Open / Royal Portrush Golf Club / 14 – 21 July 2019

Are you ready for The Open?

Getting your business ready for The 148th Open



Royal Portrush Golf Club, Causeway Coastal Route

Contents

Introduction	3
Tip 1 Know All About It	5
Tip 2 Reach out to Golfers	6
Tip 3 Focus on Customer Service	7
Tip 4 Work Together	8
Tip 5 International Thinking	9
Tip 6 Shout about Yourself	10
Tip 7 Be Open ready	11
Tip 8 Come again (repeat custom)	12
Tip 9 Get Online	13
Tip 10 Marketing Protocol	14–33
Dos and Don'ts	34
Useful links	35

Portrush is set to come alive from 14th to 21st July 2019 when The 148th Open Golf Championship – One of the four biggest golf events in the world returns to Royal Portrush Golf Club and your business can benefit!

Getting your business ready

For the first time in almost 70 years this iconic tournament will take place at Royal Portrush Golf Club. There will be an unprecedented media focus, many hundreds of thousands of spectators, a global TV audience of millions and a terrific atmosphere of celebration. We will all want to showcase Northern Ireland as a fantastic destination and to give global visitors a warm welcome.

This guide has been developed by Causeway Coast and Glens Borough Council and Tourism NI to aid local businesses in maximising the commercial potential around The 148th Open. This famous competition is the oldest Major in the world and the only one held outside the US. It doesn't get any bigger than that. For your local business, let's really savour this and make the most of every opportunity it brings. This booklet gives you our top 10 tips on how you can engage with The 148th Open, before, during, and after...starting today.



The Open in Numbers



Royal County Down Golf Club, Newcastle

The 148th Open / Royal Portrush Golf Club / 14–21 July 2019



Over 190,000
Spectators and visitors
from across the world



£80 Million
Estimated economic benefit
from hosting the event



500 Journalists from all
over the world will be
covering the event



Days of town centre activity
while The Open is on



Over 150
Countries broadcast
The Open



80 Million
Tv audience that watch
The Open every year

Know how to keep up to date and become an Open expert

- Sign up to The Open email newsletter at www.theopen.com/news
- The “News” section on the official ‘Open’ website has concise and up-to-date information on The Open, along with interviews and announcements at www.theopen.com/news
- Keep up-to-date by following @TheOpen on Twitter or like The Open on Facebook at The-Open-Championship

Know what resources are available

Top Tips for Spectators from:

www.theopen.com/spectators/advice

1. Download the mobile app and bring your headphones for the live video and radio broadcasts.
2. Don’t forget sunscreen and an umbrella.
3. There are complimentary left luggage facilities in the Spectator Village.
4. Check www.theopen.com before departing to the course for the latest travel updates.
5. Grandstand seats will be located around the course.

Talk to your Staff

Newsletters

Circulate The Open newsletters around your team or print a copy and put it on your staff noticeboard.

Team Meetings

It’s not just about you being Open literate, make sure the staff around you are just as aware by hosting meetings where The Open is on the agenda.

Open Champion

One person can take responsibility for being the champion so other staff members know who to come to for information.

The 148th Open / Royal Portrush Golf Club / 14–21 July 2019



TIP 2

Reach out to golfers



Castlerock Golf Club, Causeway Coastal Route

The Open naturally attracts golfers in large numbers to follow the competition, has your business the potential to become more golf friendly?

Some ways to welcome golfers are:
Providing useful information, including:
Emergency telephone numbers,
Championship information such as tee times,
leader boards, etc.

- Display daily weather forecasts clearly for all guests.
- Work with complementary businesses to offer golf packages.
- Prepare a packed lunch at unsociable hours to cater for those who are out all day.
- Provide laundry facilities or a drying room for wet clothes.
- You may want to place an information sheet in the foyer or counter of your business.

For more information on the Golfers Welcome Scheme for accommodation visit:
www.tourismni.com/welcomescheme

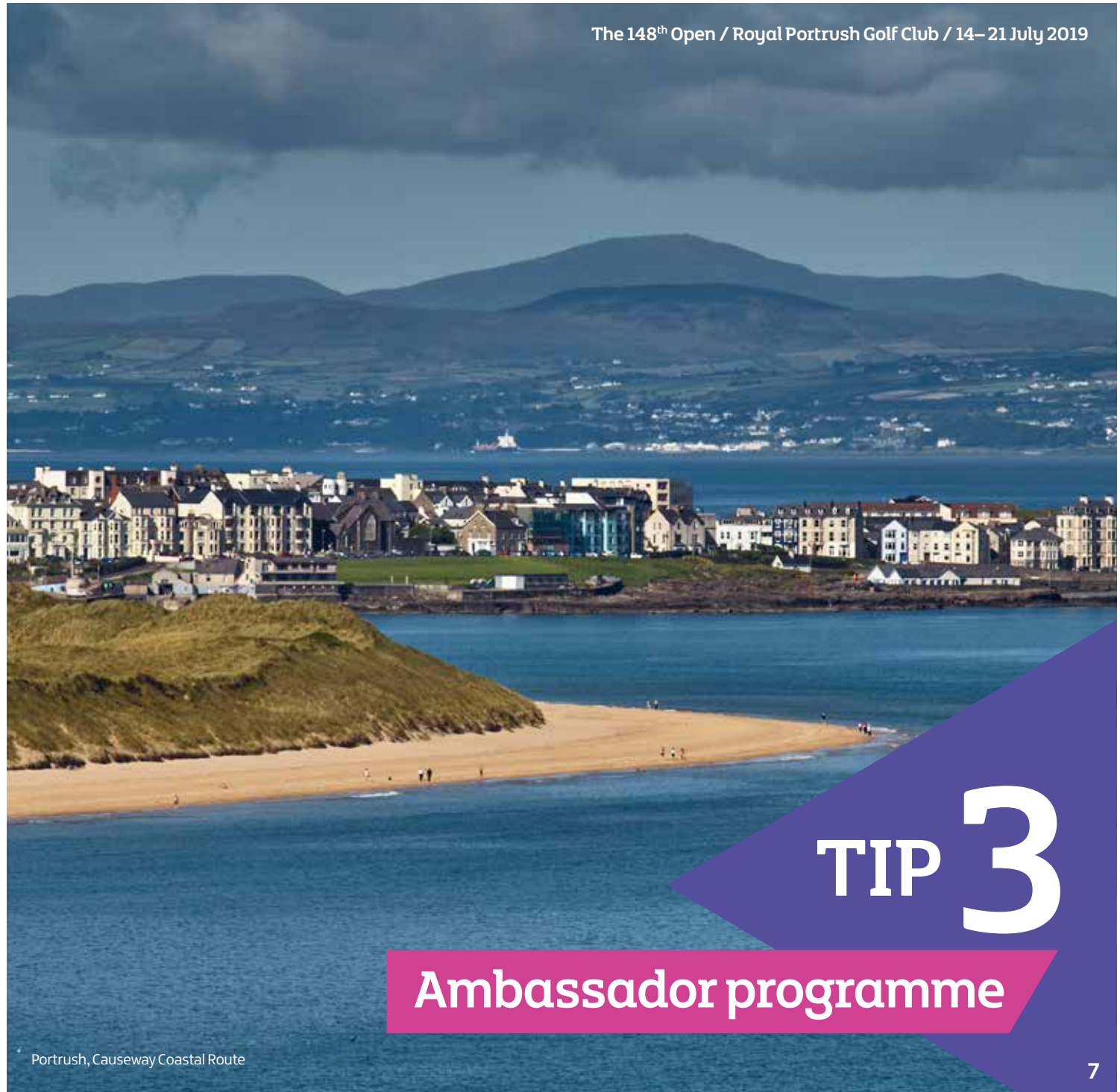
Most businesses offer good customer service. What can you do to make it great and help people leave with fantastic memories?

- Provide your team with the resources necessary to answer customer queries effectively. This could range from bus timetables, where to eat to other local information.
- Encourage and gather feedback.
- Listen to what your customers have to say and act on it!
- Encourage your staff to be your customers' problem solvers and to go the extra mile to make their day run smoothly.
- Be proactive - anticipate your guests' needs before they ask you.
- Do not underestimate the importance of external customer service courses - great customer service is achieved by investing in your staff so look into enrolling them on to courses such as WorldHost Training.

Other creative ways you can delight your customers include:

- Allowing guests to pre order food deliveries prior to their arrival if using self-catering accommodation.
- Provide your customers with a simple golf related gift.

During The Open there will be a number of volunteer ambassadors to welcome visitors and to circulate information around the course entrance. There will also be host ambassadors in the town to welcome the global visitors expected while also on hand to help businesses. www.volunteernow.co.uk/volunteering/volunteering-at-events



TIP 3

Ambassador programme



TIP 4

Work together

Two heads are better than one!

Working together either business to business or as a group/community can encourage everyone to aim for the same goal and yield far greater results. How will you encourage spectators to watch The Open with you, spending money in your businesses?

Are there complementary businesses/events nearby that could enhance your own to provide a superior package for your customers? For example:

- Could you offer evening meals/packed lunches for nearby accommodation that cannot offer their own, such as local campsites?
- Get involved and work with Chamber of commerce. For more information visit www.causewaychamber.com
- Support your local groups and feedback ideas for possible ways to increase tourism in your area.

Golf is particularly popular in the USA, UK, Ireland and a host of European countries including France, Germany, Spain and Sweden, so your business may have the opportunity to welcome more international visitors than in an average year.

Food expectations

- Although international guests will come to Portrush to experience our local food, it may be good for cafés, restaurants and bars to also offer international food options.
- Why not host some internationally themed food days/nights to get in The Open spirit?

Make international visitors feel at home

- International guests are less likely to be familiar with Northern Ireland and the surrounding area, if you are a tourism, hospitality or leisure provider make sure you are fully stocked with visitor guides and other literature. On your website, leaflets etc. make sure good, clear directions are available for international guests with distances in kilometres as well as miles.
- Although some international guests will be able to speak English fluently, others may not. It could be useful if there were some staff that could speak the basics of different languages.

Accommodating international guests

- Have universal chargers available for international guests to borrow.
- Why not produce your own town guide, which would make international guests feel excited about visiting the area? You could focus on the local attractions which would mean the most to visitors from overseas.
- Golf starts at 8am so ensure you provide an early breakfast or something they can grab and go.
- Make sure you source a guide for your guests from the local council to make you guests feel excited about visiting the area.

The 148th Open / Royal Portrush Golf Club / 14– 21 July 2019



TIP 5

International thinking

Royal County Down Golf Club, Newcastle

TIP 6

Shout about yourself



Royal Portrush Golf Club, Causeway Coastal Route

Talk to your Customers

Plan what you want your staff to tell your customers and have a list of the key points which might be:

- How far away Royal Portrush is from your business.
- What your opening days / times will be during The Open.
- Where they can find out more information.

E-shots

If you are sending regular emails out to your database you can include some factual information about The Open on here as a secondary message.

Website

Link back from your website to www.theopen.com or www.discovernorthernireland.com to make sure your visitors can access relevant, up to date information on the competition.

Branded goods

- You may wish to offer goods branded up with your company's logo for your customers to take away with them - reminding them of you and encouraging them to return. See marketing section of this toolkit on page 14.

Never will there be such media attention on Portrush. PR could help your business.

Plan for sales, plan logistics

- How will you get customers in and out – look at the tee off times for The Open, there are early starts, look to take advantage by opening early to catch the early risers heading to the course. Plan to open later, large numbers of visitors will head into the town after the days' play ends. This is an opportunity to capture additional spend and show that Northern Ireland is open for business.
- How will you get your employees in and out?
- Will you need extra staff to be working during The Open and if so how will you manage this?
- Will you need to increase orders and deliveries to cater for greater numbers or to deal with the disruption of road closures?
- Do you know when the anticipated surges in interest around The Open are likely to be?
- If you're going to offer a specific package, have you worked out all the details of what you want to offer? Is there a minimum spend or booking period? What will customers get for their money? How does what you're offering compare with the competition's packages?
- Look at upselling / increasing your sales. For example – many visitors will leave early in the morning during The Open to arrive early. If you offer breakfasts open early or at least offer a cold breakfast that can be pre-ordered the day before.



TIP 8

Come again



The 148th Open is expected to generate around 190,000 spectators.

This will obviously bring with it plenty of revenue for many types of business across Northern Ireland and the economic impact is likely to be in the region of £100m, but what about the rest of 2019 and beyond?

- To encourage your customer to buy from you again, you and your team need to offer great customer service. Think of your business from the customer's point of view and think of ways that you can enhance their experience. The smallest attention to detail may make a huge difference.
- Promote Northern Ireland and the surrounding area to your guests. Think Northern Ireland plc as well as the Causeway Coastal Route - the visitor does not think in terms of boundaries. Shout about Belfast and Causeway Coast - Lonely Planet's Best Region to Visit in 2018.
- Do your own research on the tourism product available in Northern Ireland and the area by visiting www.discovernorthernireland.com and www.visitcausewaycoastandglens.com
- Know the 'giants' of the area being promoted globally:
 - Causeway Coastal Route
 - Giant's Causeway
 - Titanic Belfast and Belfast
 - Game of Thrones Territory - download the Northern Ireland Screen app and know the locations and the scenes (even if you've never watched it - but you should!)
 - Golf - Championship and Links courses - know the key courses across Northern Ireland as well as the local area.
 - Walled City - Derry~Londonderry

- Food and Drink - It is about helping visitors uncover our local, culinary gems - by championing the regional distinctiveness of our produce so that first-time visitors feel a connection to the area and want to return for second helpings.
- Literary - e.g. Seamus Heaney Homeplace, C.S Lewis Experience, Samuel Beckett
- Suggest itineraries to enhance/extend your guests stay or reasons to come back - refer them to www.discovernorthernireland.com and www.visitcausewaycoastandglens.com Think in terms of audiences e.g. nearby golf events for the spectator (Northern Ireland Open - Galgorm Resort) and the participant (Causeway Coast Amateur Golf Tournament).
- Use the Visitor Information Centres near you as a resource for maps, guides, general information and bookings.
- Introduce a loyalty scheme. This doesn't necessarily have to be offering a discount. Think of an incentive that could be unique to your business.
- Don't overcharge! Visitors may not return or recommend Portrush if they feel they have not received value for money and you may receive negative PR.
- Do you want to promote a special offer to encourage people to return after The Open? Decide what this will be now.
- Why not use the free service which Google Translate offer to make visitors welcome in their own language and translate some menus/ information etc.
- Ensure you gather data from your guests at the time of the event to allow you to re-engage with them after the event.

Research shows that over 70% of those who attend The Open will return again to the destination.

Your Website

The world's eyes will be on Northern Ireland over the coming months. Making sure that your website is user friendly will improve your chances of taking bookings and reaching a wider audience.

Think about the audience that might be visiting your site and make sure it will answer any questions they might have. If you are golf friendly make sure that your website highlights this.

On top of this, there is likely to be an increase in international traffic to your website too, so you might want to think about having a multi-lingual site. Google Translate have a really simple, free plugin that you can install on your website that will make your site available in lots of different languages.

Also, if you are having themed packages or events around the week of The Open, make sure these are listed on your site and, most importantly, easy to find.

Use www.discovernorthernireland.com for visitor information, signpost visitors to the website in order to showcase Northern Ireland.

Your Social Media

Use Social Media to highlight all that your business is doing around The Open.

Make sure you are using the correct hashtag (**#TheOpen**, **#discoverNI** or **#VisitCauseway**) and make sure your content is varied and it is not just a constant sales message.

For instance, you might want to share some images that you have taken of the surrounding area - pictures are always popular with consumers and on Facebook in particular, really stand out in a user's timeline.

Work together with other local businesses, Causeway Coast and Glens Borough Council and Tourism NI to spread the word online about what is going on that will be of interest to potential visitors. So if you are an accommodation provider you might want to share special events that are going on in Portrush around The Open, themed menus from local restaurants or good golf courses near to your property. If you show, through your social media, that the location of your business is a real hive of activity for The Open, then you will attract more people to your business.



TIP 10

Marketing Protocol



Royal County Down Golf Club, Newcastle.

Displays and promotions are a great way to show your support for The Open, and we know that many of you will be thinking of how you can get the most out of the excitement and interest around this prestigious event.

To help you achieve this in the right way, follow our dos and don'ts to make sure you can be part of this great occasion and, crucially, stay on the right side of laws and rules that are in place.

Please note that enforcement action will be taken to remove any advertising, display or marketing materials that breach existing legislation and regulations, or that do not have the required consents.

A trademark is a sign that distinguishes a business' goods or services from those of other traders. It can be represented graphically in a logo and can include words, colours and sounds - or any combination of these.

Through a registered trade mark, businesses can protect their brand - or 'mark' - by restricting other people from using its name or logo.

As organiser of The Open, The R&A exclusively holds all the operating rights for the event and R&A group companies exclusively hold the operating rights of The 'Open', 'Claret Jug' and 'R&A' trademarks.

Commercial use of these marks by a third party, even if only in reference, is only possible with the expressed consent of The Championship Committee Merchandising Limited who grants such a use to its partners subject to certain conditions.

The Championship Committee Merchandising Limited strictly prohibits the marketing in any way of products bearing all or some of these trademarks. The marketing of products bearing these trademarks is strictly reserved for The R&A Group Companies and its licensees.

This means that only official licensed partners - who have been given consent to do so - can make use of these trademarks to reference their association with The Open or The R&A.

In other words, you can't suggest that you, your business, your association or any other body is linked to The Open, unless you are an officially licensed partner.

You can, however, show your support for The Open in lots of other ways, making sure you create a positive impression and a very warm welcome that will be seen right across the world.

Northern Ireland Made for Golf

Northern Ireland is huge in the golf world. It's amazing a region so small can produce so many world-class golfers. And our courses are well above par too. We've got some of the best in the world and over 90 in total, all somehow squeezed into about 5,460sq miles of lush landscape.

It means this place really excites golf visitors. And we should all be excited about that. Golf tourism drives money into local businesses and our economy. It brings in £39.9m per year at the moment and even bigger numbers are expected very soon.

Lough Erne Resort, Co. Fermanagh



£39.9m
total economic
impact per annum



123,200
visitors per year



60%
want to see tourist
attractions when
not on the course



£50m
from golf tourism
per annum is the
target by 2020



£2,228
avg spend on
golf holiday



Key golf markets
are North America,
Great Britain,
Republic of Ireland,
Europe, Nordics
and Germany

Who are our golf visitors?

Our Golf Tourism Strategy identifies our golf visitors aligned to key geographical markets and their needs.

Let's find out more about them.

Trophy Hunters

Market

USA, Canada, GB (limited)

Motivations/Needs

- ✓ Ticking the box of famous courses
- ✓ Not price sensitive
- ✓ High value experiences
- ✓ Direct flights
- ✓ 4*/5* accommodation
- ✓ Long lead times
- ✓ Role of tour operators crucial
- ✓ Best of Northern Ireland itineraries

Four Balls

Market

Germany & Nordics

Motivations/Needs

- ✓ New experiences
- ✓ Book independently
- ✓ Pre booked tee times
- ✓ Happy to combine links & parkland
- ✓ Opportunity to package parkland
- ✓ Interest in other NI experiences

Couples Golf

Market

GB, ROI, Germany & Scandinavia

Motivations/Needs

- ✓ Open to short breaks and longer stays
- ✓ Happy to combine links and parkland
- ✓ Emphasis on quality of parkland experience
- ✓ Genuine NI experience
- ✓ Hospitality and culture important
- ✓ Historical / boutique accommodation
- ✓ Tailored programmes
- ✓ Memorable experiences

Value Golf Seekers

Market

GB, ROI

Motivations/Needs

- ✓ Value for money
- ✓ Quality of experience is important
- ✓ Travel in groups
- ✓ Pre booked tee times
- ✓ Happy to combine links & parkland
- ✓ Emphasis on quality of parkland experience
- ✓ Food and drink important
- ✓ Short breaks
- ✓ Late bookings common
- ✓ Direct access
- ✓ New / undiscovered experiences to try

Society Golf

Market

GB, ROI

Motivations/Needs

- ✓ Travel in groups
- ✓ Pre-booked & flexible tee times required
- ✓ Happy to combine links and parkland
- ✓ Value for money
- ✓ Quality experience
- ✓ 3* plus accommodation
- ✓ Friendly welcome

Corporate Golf

Market

GB, ROI

Motivations/Needs

- ✓ Decision made by Senior Management Team
- ✓ Not price sensitive
- ✓ Corporate meetings
- ✓ Resort golf packages
- ✓ Add on packages
- ✓ Availability of experiences for the predominantly male market



Golf events

Several tournaments are about to bring golf to the fore in Northern Ireland. Over the next couple of years, we will host the Northern Ireland Open at Galgorm Castle, The 148th Open at Royal Portrush in 2019 and lots of top amateur events.

They will tee-up major celebrations around Northern Ireland golf and Northern Ireland in general. We will be the centre of the golfing world for a while. All eyes will be on us. So let's all give them a show to remember.



THE OPEN[®]

148TH ROYAL PORTRUSH

A huge 2019

The biggest hitter in this golf-fest will be The 148th Open at Royal Portrush in 2019. This is a hole-in-one for Northern Ireland. It's the first time in almost 70 years this iconic tournament has visited Northern Ireland, and it will be the biggest sporting event in our history. The famous competition is the oldest Major in the world and the only one held outside the US. It doesn't get any bigger than that. So let's really savour this and make the most of every opportunity it brings.

#TheOpen

Northern Ireland Open

16 - 19 August 2018

Northern Ireland's very own annual European Challenge Tour event, this is an opportunity to see the next generation of McIlroys, Clarkes and McDowells, all on your doorstep!

Now in its sixth year, the exciting NI Open is one of the best supported events on the European Challenge Tour's international schedule.

A must-see event for all golf fans!

www.niopen.golf



The Northern Ireland Open at Galgorm Castle



Galgorm Castle Golf Club



Galgorm Castle Golf Club



Tee it up for golf visitors

Let's give golf visitors the round of a lifetime in Northern Ireland. When we go the extra mile as hosts, our golfing guests hurry back. And they encourage their golf-crazy friends to visit too. That means more visits and more customers each year, helping us reach our target of £50m by 2020.

How can I help my golfing guests?

Know the events

Golf visitors will appreciate a little local help when they arrive, so going that extra yard will not only help our guests, it will help reinforce why Northern Ireland is Made For Golf. Do a little research on event ticket details, tee-off times, players, facilities and transport so you become their go-to destination for info.

Know the courses

Everybody looks for a little insider-info. And golfers want to know about courses more than anything else. So find details about our famous courses and your local gems. They'll want to hear about yardage, signature holes, facilities, booking methods and the clubhouse.

Know the '19th hole'

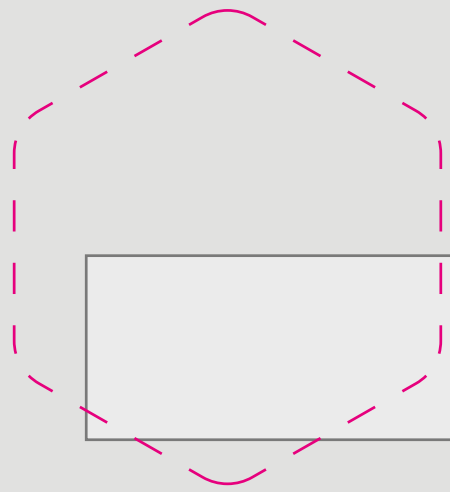
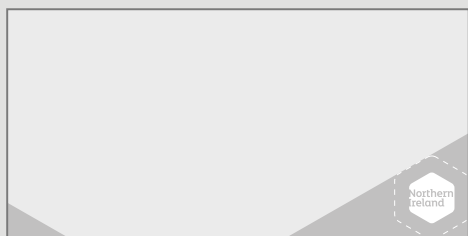
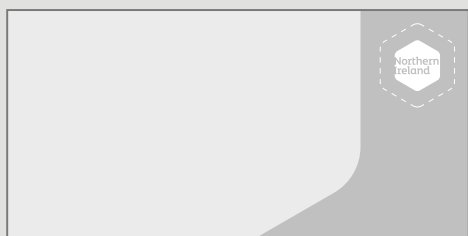
Pointing visitors towards the top local bars and restaurants is always a great way to enhance their golf getaway. The more you can offer, the more guests will recommend you to fellow golf fans they meet.

The Northern Ireland Brand



The brand logo variants

See the full guidelines document on the Northern Ireland Brand for in-depth guide to using this brand.



The brand style is achieved by sectioning the layout using a large hexagon.

The Northern Ireland brand captures the most compelling aspects of Northern Ireland by focusing on who we are, what makes us different and what we stand for.

The brand is a reflection of Northern Ireland at its best, and feels authentic to its people. It also provides a guide as to how we can further develop and make ourselves even more distinctive and appealing.

The hexagonal shape immediately grounds the logo in something proprietary to Northern Ireland, i.e. The Giant's Causeway, reinforced by the use of the distinctive Northern Ireland typeface. The effect is to create an iconic brand identity which is instantly recognisable as ours across all designed material.

The Golf Tourism sub-brand

The golf sub-brand is based on the Northern Ireland brand with the addition of the 'pin flag' design and the 'Made for Golf' strapline.

The logo may appear in any colour from the standard palette seen in the pin flags, or as a white reversal when used on a colour or image.



To support the standard logo there is also a simplified logo for use on occasions where it would not be practical to use the standard logo.

The exceptional logo may be used in black, white, or any colour from the pin flag palette.

This logo is used for very small media such as printing on pens, small digital formats and for maximum visibility on sports hoardings at events.

Northern Ireland Made for Golf

Northern Ireland Made for Golf

Northern Ireland Made for Golf





The golf sub-brand colour palette

The 'pin flag' colour palette is taken directly from the colours of the logo. This palette forms the basis of all designs done under the pin flag style.



Purple 1
C74/M75/Y01/K00



Purple 2
C57/M77/Y00/K00



Purple 3
C38/M80/Y00/K00



Pink 1
C16/M85/Y00/K00



Pink 2
C00/M94/Y39/K00



Red
C00/M95/Y100/K00



Orange 1
C00/M79/Y100/K00



Orange 2
C0/M63/Y100/K00



Yellow
C00/M47/Y100/K00



White
C00/M00/Y00/K00



Dressed for the occasion

With the eyes of the world turning towards us, we need to dress for the occasion. So we've made it easy for you, by creating a whole new look and feel for this special celebration. We have christened this major event branding 'Titans', because when it comes to Golf, that's what we are: Titans of Golf. Need proof, then consider this: home to the Northern Ireland Open; host of The 148th Open at Royal Portrush; not to mention over 90 superb courses dotted across Northern Ireland. Quite simply, Northern Ireland is a golfer's paradise.

Pin-flags

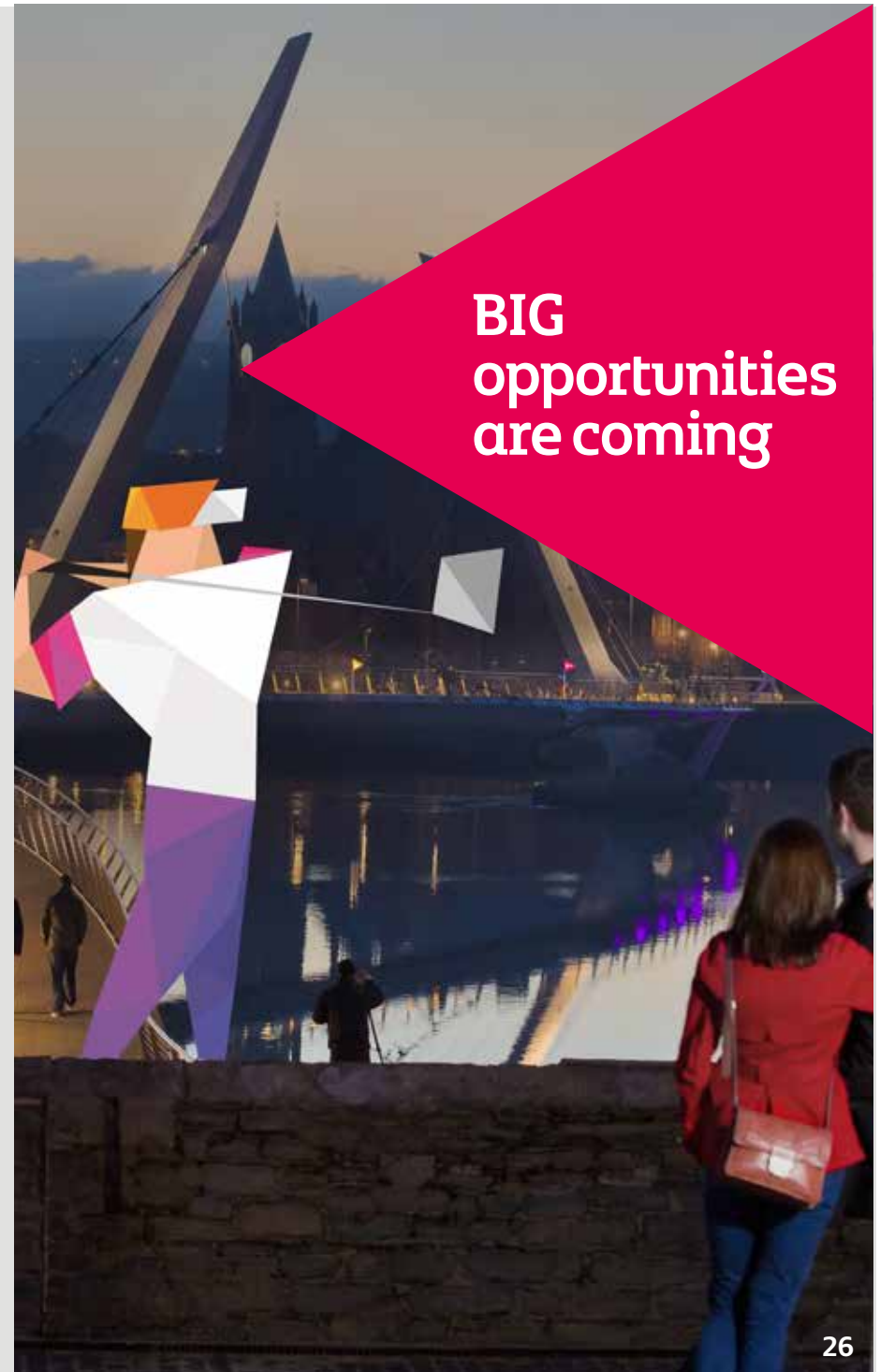
Of course, pin-flags are the international symbol for golf. And they will play a special role when golf-fever starts spreading. Lamp posts, trees and buildings will come alive with colour all across Northern Ireland.

Our Titans

These titans represent everything that makes NI golf special. The courses, the players, the tournaments, the landscape, the fans and every single person who joins in the fun. The titans represent us all, and we can all display them with pride.



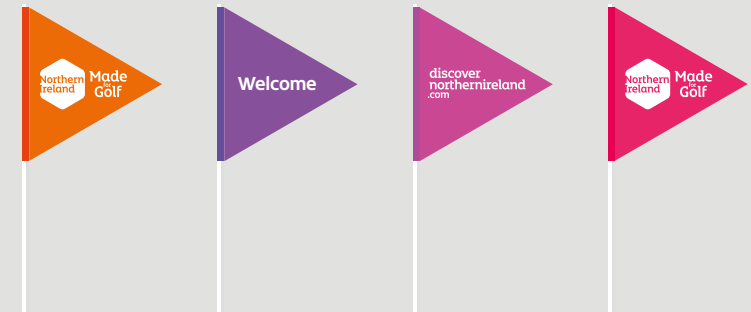
These activation concepts are for illustrative purposes only.



**BIG
opportunities
are coming**

Flag up your support

Every business now has a chance to put themselves at the heart of Northern Ireland's biggest ever sporting celebration. Get ready by dressing your business for the occasion. These striking titans and pin-flags help celebrate this golden era in Northern Ireland golf, and they ensure everyone knows you're a proud supporter.



These activation concepts are for illustrative purposes only.



Working with the brand



PRIMARY BRAND MARQUE

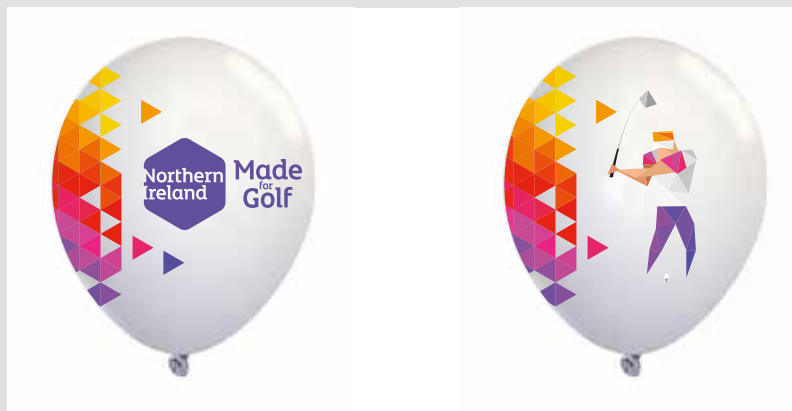
Our primary brand marque combines the pin-flag graphic device and the Northern Ireland Made for Golf (NIMFG) logo. The NIMFG logo can be produced in any of the colours picked from the graphic device.

SECONDARY BRAND MARQUE OPTIONS

These secondary marques show our titan characters and help build the buzz for the upcoming events.



Brand examples



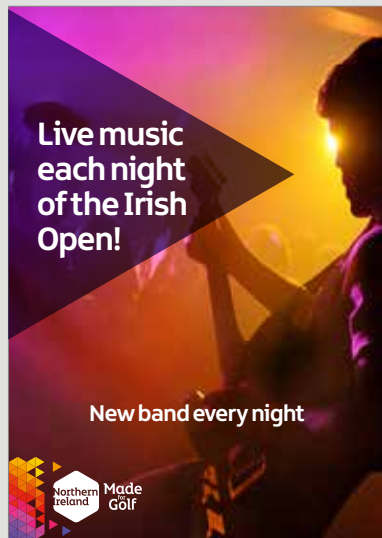
There are tons of ways to take part. Show your support by splashing some colour across your home, business, workplace or classroom.



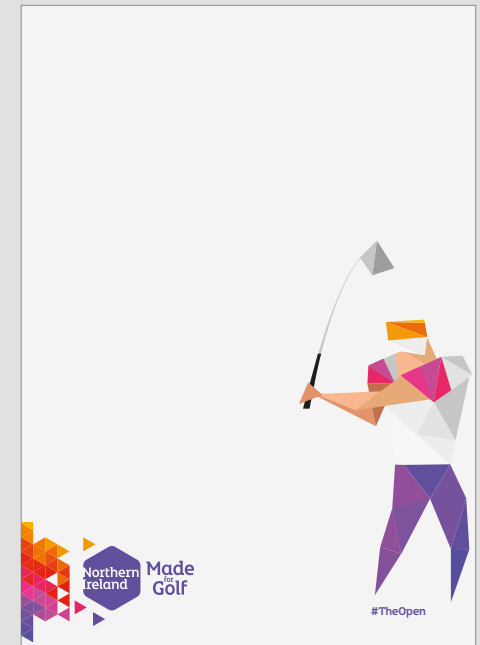
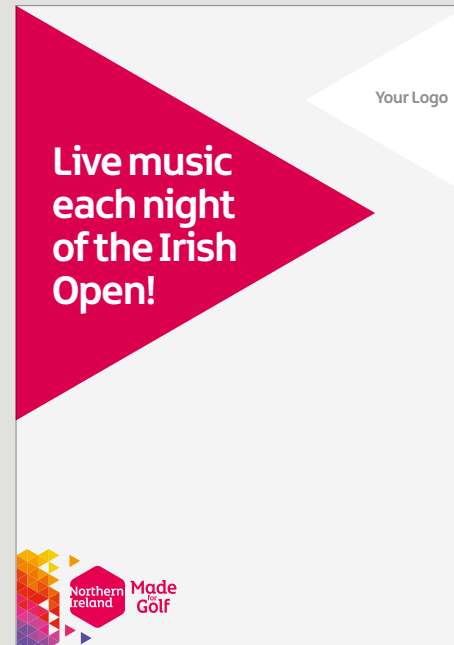
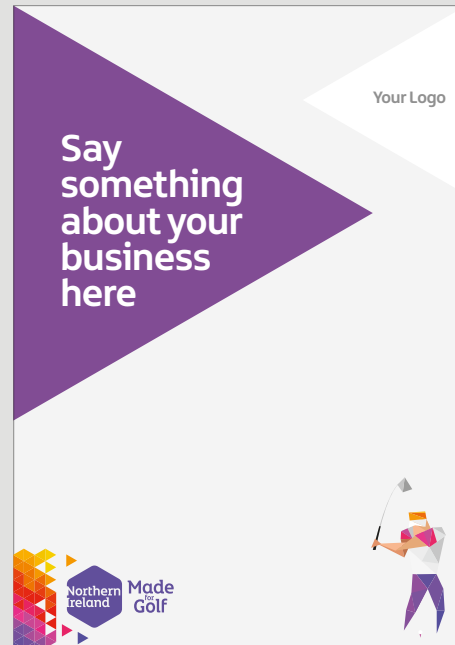
Whether you're having a picnic in the park or running a restaurant, you can still bring the festivities to your feast. Give your guests a golfing surprise and fly the flag for Northern Ireland golf.

Brand examples

Empty belly posters

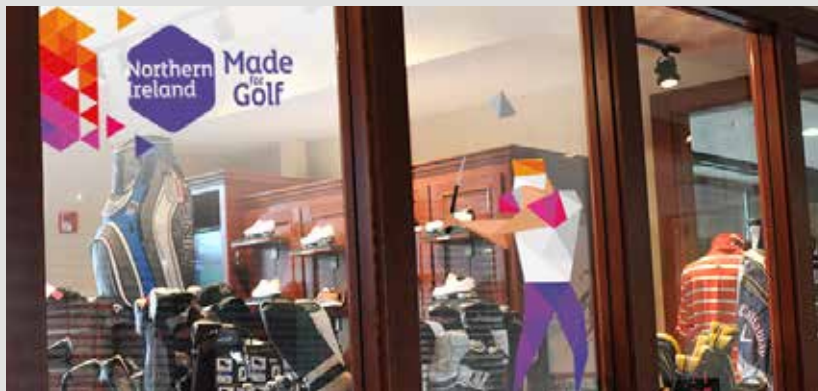


Visual example



Brand examples

Window stickers



Bunting



Swing into action

Use existing marketing platforms to get your message out there.



1. Use the Made for Golf Logo

Ensure you make the best use of the Made for Golf logo which can be accessed via the Media Library -

E: medialibrary@tourismni.com **W:** medialibrary.tourismni.com

2. Get online

If you have a themed event which you would like to appear on www.discovernorthernireland.com, please email the details through to us for consideration. If you want to provide a special offer over the period, please email details to the Visitor Information Unit at:

E: tidi@tourismni.com

3. Get social

Follow Discover Northern Ireland on Facebook, Twitter and Instagram for all the very latest golf event news, videos and photographs. Contact us for digital promotional opportunities and content sharing.

Shout about what you are planning for The 148th Open on your business social media platforms and include the official event hashtag to join the conversation - **#TheOpen**. Likewise, share what you are planning for the Northern Ireland Open by using **#niopen**. This will allow us to find and curate posts on social channels.



166k Likes



105k Followers



40k Followers

E: digital@tourismni.com

4. Stay and play

Put together a 'stay and play' package with your local course to attract golf visitors and tell us about it. We can then promote through the Golf section of our website, through ezines to golfers and dedicated golf social media posts.

E: golf@tourismni.com

5. Travel updates

Make sure you keep up to date of the travel arrangements which will be widely publicised once finalised.

6. Download our toolkit

You can download this toolkit from our media library, and even get images and footage of our courses throughout Northern Ireland – all for free.

Keep checking for updates too - new materials will be added as we get closer to the event.

Toolkit and assets all available to download at – medialibrary.tourismni.com

How to get involved



Tourism Northern Ireland has a range of marketing platforms to help promote your business to the golf market.

1: Golf Marketing Campaigns

From time to time Tourism NI will deliver Stay and Play campaigns to key markets promoting the golf tourism product to keen golfers both here in NI and Republic of Ireland and further afield in conjunction with our partners Tourism Northern Ireland.

The main opportunity here is to respond to the campaign call out to provide Stay and Play offers that are appealing to the target golf market. All suitable offers will be showcased in the campaign and on www.discovernorthernireland.com.

2: Content

Tourism NI has a Northern Ireland and Republic of Ireland Destination PR Team and a Social Media Team who have a range of outlets for golf related content. So let us know about new product developments, new Stay and Play offers, amateur competitions, interesting stories that golf visitors will be interested in and we can promote!

3: Discovernorthernireland.com

Northern Ireland based golf tourism businesses can promote their services for free through our consumer website which receives over 4million visitors per year. There is a specific golf section which details ideas for itineraries, courses to play, off course activity and golf friendly accommodation. For more details contact tidi@tourismni.com

4: Golf Trade & Consumer Shows

Golf Trade Shows provide a valuable platform to promote your business to tour operators who programme Northern Ireland on a range of golf itineraries. Golf consumer Shows are a great opportunity to meet golfers and potential visitors and enables you to sell directly to them.

The main shows are as follows:

- PGA Show, Orlando, January
- Nordic Golf Travel Market, February
- Rhein Golf, Germany, February
- BMW Wentworth, UK, May
- North American Convention, USA, June
- Irish Open, Ireland, July
- NI Open, Galgorm Resort, August
- IGTOA Annual Conference, Island of Ireland, October
- International Golf Travel Market, Europe, October.

Tourism Northern Ireland work alongside other tourism bodies including Tourism Ireland and Fáilte Ireland at various golf events. To receive notifications of these events, please contact golf@tourismni.com to join the database.

5: Tourism Ireland - Industry Opportunities Website

This website is a dynamic tool for Northern Ireland Golf tourism industry, providing “always on” access to a global audience. On this website you will find a range of partnership opportunities from all overseas market offices allowing you to gain exposure. Opportunities are listed under the following headings:

- Advertising
- Trade and Consumer Events
- Direct and e-Marketing
- Social Media
- Publicity

Register to receive regular updates and make sure to tick the “Golf” box. www.tourismireland.com/industryopportunities

Remember our golf visitors are mainly from overseas so Tourism Ireland’s platforms are of vital importance.

Make the most of these marketing platforms for your business!

Dos

- Use general references to golf and factual statements relating to the event.
- For example, 'welcoming The 148th Open'.
- Create displays and signage (in line with relevant consents) that have a general association with golf. For example, you could use golf balls or golf clubs and have some fun with it!
- Comply with any existing advertising consents and regulations.
- Make use of available resources and materials to show your support.
- Consider event-related promotions specifically for the duration of The Open.

Don'ts

- Use any wording or undertake any activity that creates an impression of an official association with The Open or The R&A. For example, 'in association with', 'sponsored by', 'official'.
- Use any official trademark relating to The Open, or anything that could be mistaken for a trade-mark. This includes the use of words as well as logos or marks.
- Try to gain any commercial advantage by suggesting an association with The Open or any endorsement from The R&A – unless that exists.
- Display advertising that does not have the required consents.
- Mislead customers into creating an association with The Open or The R&A where none exists.

Useful links

www.theopen.com/news

www.discovernorthernireland.com

www.visitcausewaycoastandglens.com

Employment Opportunities

www.causewaycoastandglens.gov.uk

Information for Your Staff

www.causewaycoastandglens.gov.uk

www.volunteernow.co.uk/volunteering/volunteering-at-events

www.causewaychamber.com

Ready to tee-off?



Golf Tourism Marketing team

Tourism Northern Ireland
Linum Chambers, Bedford Square,
Bedford St, Belfast BT2 7ES

T: 028 9044 1641
E: golf@tourismni.com
www.tourismni.com