

Pacific Destinations Limited

- Institute of Golf

The Institute of Golf project is a joint venture partnership between Pacific Destinations, The Institute of Golf and New Zealand Professional Golfer, Michael Hendry. The venture brings together the in-depth inbound tourism and golf expertise to deliver world-class golf experiences within the Leisure, Pro-Amateur Tournament and Educational sectors of the market. There is both demand and a gap in the market to build on New Zealand's profile as producer of some of the world's leading golf athletes and coaches. The project aligns with the Tourism Industry Association's Tourism 2025 framework, by targeting to increase the value offered to an international golfing market.



The Challenge

The highly lucrative international golf tourism market is currently valued at \$32 billion; however New Zealand is capturing less than 0.3 percent of that revenue. New Zealand is underperforming in attracting golf visitors, with 3.8 percent of inbound visitors to Australia playing golf compared to only 2.3 percent of inbound visitors to New Zealand. Capturing high value golf visitors across existing and emerging visitor markets is challenging and a core tenant of Tourism New Zealand's International Golf Tourism strategy.

The Solution

Pacific Destinations intends to target the high value golf market with comprehensive end to end golfing packages to New Zealand. This includes utilising New Zealand's quality regional golf courses and experiences available right across the country combined with coaching opportunities with some of New Zealand's internationally acclaimed coaches. The partnership brings together a total package of golf offerings that will grow New Zealand's profile as being a serious contender for a golf vacation to the world. Michael Hendry offers unprecedented access into promotional opportunities at offshore events, with high net worth clientele to experience golfing at a high level. Some of New Zealand's top level golf courses are located in Ministry of Business, Innovation and Employment's Regional Growth Study Areas, such as Northland. This project has the potential to deliver increased tourism flows and getting high value visitors to those regions.

This joint venture partnership will deliver a comprehensive offering to both the free-independent-travellers and group international golfing market. High quality golf products range from once in life-time group based Pro-Amateur tournament experiences through to one-on-one coaching, educational and leisure itineraries. Pacific Destinations has established access to the product, infrastructure and distribution to make this a successful initiative, unlocking the potential of the international golf market for New Zealand tourism.

Key facts

Programme start: October 2015

Length of TGP Funding requirement: Three years

TGP funding: \$392,200 plus GST

Industry funding: \$392,200 plus GST

Steering Group members: Mark Badland, Graeme Badland, Trent Harnett, Michael Hendry

Estimated potential economic benefits to NZ: \$5.5million in incremental tourism revenue by end of year three.