



TOURISM INSPIRATION

First Results of the Golf Travel Motivation Survey

A further analysis by Region

©Tourism Inspiration, M.W. Hageman, B.A.

3-1-2014

In our First Analysis of the Golf Travel Motivation, Tourism Inspiration provided you with the top level information about how many golf travellers take specialized golf trips; how often they play per vacation; and where they find their information. In this further analysis we dive deeper into the information and look for the differences per region.

Further Analysis by Region of the First Results Golf Travel Motivation Survey

Always wondered how many people actually take specialized golf trips?

How often they play per vacation?

And where they find out their information?

At Tourism Inspiration we have conducted some market research, and some of the First Results of the Golf Travel Motivation Survey we're able to share with you.

For example:

- Almost **300 people** from **38 different countries** filled in the survey
- Only about **1/3** of golf vacationers **take specialized golf trips**, the rest (**2/3**) take '**normal' holidays**', partake in other activities, and play a few rounds of golf as well.
- **73% play 1-3 rounds; 21% play 3-7 times** per vacation; and **only 6%** plays more than 7 times
- **64%** find out their information about their destination on the **internet**; **26%** find out most information from **friends & family**; **5.4%** from **Magazines**, **3.5%** from **Social Media**; and only **1%** name **TV** as their main source of information gathering.

Now, let's see if this differs per region.

Tourism Inspiration decided to choose segment the following regions:

- **North-America** (a sample of 72 golf travellers);
- **Great Britain & Ireland** (66),
- **Mainland Europe** (104);
- **Rest of the World** (51): consisting of Australasia (36), Africa (5), Latin America & Caribbean (10)

What percentage of Golf Travellers take Specialized Golf Trips?

In our First Results we found some interesting information about Golf vacationers (or holidays makers who play golf).

For example:

Only about 1/3 of golf vacationers take specialized golf trips, the rest (2/3) take ‘normal’ holidays, partake in other activities, and play a few rounds of golf as well. Where specialized golf trips stand for golf trips organized by golf tour operators, with the main focus of the trip on playing golf.

In North America:

36.1% take specialized golf trips, and 63.9% take ‘normal’ holidays.

In Great Britain & Ireland:

34.8% take specialized golf trips, and 65.2% take ‘normal’ holidays.

In Mainland Europe:

26.9% take specialized golf trips, and 73.1% take regular holidays partake in other activities, and play a few rounds of golf as well.

Whereas in the Rest of the World:

27.4% take specialized golf trips, and 72.6% take ‘normal’ holidays.

Therefore, one can say that on average, only 1/3 of holidays are specialized golf holidays amongst golf travellers. But that in North America, as well as in Great Britain & Ireland the percentage of specialized golf holidays is slightly higher (36.1% & 34.8% respectively) , whereas in Mainland Europe & the Rest of the World this is slightly lower (26.9% & 27.4% respectively).

How many rounds of golf do golf travellers take per vacation?

In our First Results we found that:

73% play 1-3 rounds per vacation; 21% play 3-7 times per vacation; and only 6% plays more than 7 times

However, this might differ tremendously per region.

In North America:

these percentages differ enormously, with 66.6% playing 1-3 rounds per vacation; only 12.5% play 3-7 rounds per vacation; but almost 11.1% play more than 7 rounds per vacation (and 7 out of 72 chose not to answer).

In Great Britain & Ireland:

72.7% play 1-3 rounds per vacation, 16.6% play 3-7 rounds per vacation, and only 1.5% play more than 7 rounds per vacation (6 out of 66 decided not answer).

In Europe:

64.4% play 1-3 rounds per vacation, 22.1% play 3-7 times per vacation; and 4.8% play more than 7 times (9 out of 104 chose not to answer).

In the Rest of the World:

76% play 1-3 rounds per vacation, 15.6% play 3-7 times per vacation, and 3.9% play more than 7 times per vacation (2 out of 51 chose not to answer).

Therefore, one can conclude that everywhere most people play 1-3 rounds of golf per holidays; on average 73%.

However, **the Rest of the World has the highest % of people playing 1-3 rounds per vacation, with 76%**, followed by Great Britain & Ireland (72.7%, North America (66.6%) & Europe (64.4%).

The highest percentage of golf travellers who play 3-7 rounds per vacation is in Mainland Europe with 22.1%, followed by Great Britain & Ireland (16.6%), the Rest of the World (15.6%) and North America (12.5%).

Lastly, the region with the most avid golf travellers is North America, with a staggering 11.1% playing more than 7 time per vacation. Europe is distant second here with 4.8% and the Rest of the World and Great Britain & Ireland closing with 3.9% and 1.5% respectively.

How do Golf Travellers find out their information about the destination they will visit?

In our First Results, we discovered that:

64% find out their information about their destination on the internet; 26% find out most information from friends & family; 5.4% from magazines; 3.5% from social media; and only 1% name television as their main source of information gathering.

This might differ per region tremendously, depending on internet infrastructure, and the role of friends & families.

In North America:

61.1% find out their info on the internet; 23% find out from friends & family; 4.1% from magazines; 1.3% from social media and none via TV (1 person out of 72 left no answer)

In Great Britain & Ireland:

57.5% find out their info on the internet; 28.7% find out from their friends & family; 6% from magazines; 4.5% from social media, and 1.5% from TV.

In Mainland Europe:

68.2% find out their info on the internet; 20.2% find out from friends & family; 4.8% from magazines; 3.8% from social media; and 1.9% from TV.

In the Rest of the World:

62.7% finds out their info from the internet; 23.5% find out from their friends & family; 7.8% from magazines; 3.9% from social media; and 1.9% from TV.

So, in short, most people find out their information on the internet, with Mainland Europe having the highest percentage in that area. Followed by gathering info from family & friends, with the highest percentage in Great Britain & Ireland, where they also have the highest percentage of people who get their info from magazines, and social media. And surprisingly enough though, TV is not really looked at as a main source of information gathering for golf travel anywhere.

Conclusion:

What do these First results of the Golf Travel Motivation Survey mean and what implications do they have for your business?

First of all, only about 1/3 of golf travellers take specialized golf vacations. The rest, 66%, take regular or holidays, partake in other activities and play a few rounds of golf as well. But in North America, as well as in Great Britain & Ireland the percentage of specialized golf holidays is slightly higher (36.1% & 34.8% respectively) , whereas in Mainland Europe & the Rest of the World this is slightly lower (26.9% & 27.4% respectively).

Second, most people, 73% play 1-3 rounds of golf per holidays on average, 31% play 3-7 times per vacation; and only 6% plays more than 7 times. However, the Rest of the World has the highest percentage of people playing between 1-3 rounds per vacation. The highest percentage of golf travellers who play 3-7 rounds per vacation is in Mainland Europe. And the region with the most avid golf travellers is North America, with a staggering 11.1% playing more than 7 time per vacation.

And Thirdly, most people find out their information on the internet, with Mainland Europe having the highest percentage in that area. Followed by gathering info from family & friends, with the highest percentage in Great Britain & Ireland, where they also have the highest percentage of people who get their info from magazines, and social media. And surprisingly enough, TV is not really looked at anywhere, as a main source of information gathering for golf travel.

What does this mean for your business?

1. As most golf travellers do *not* take specialized golf vacations, perhaps it is a good idea for golf business to seek ancillary partners. For example, combine a round of golf (or nine holes) with a tour of the area, a museum, or some other event. Furthermore, golf touroperators could try and seek a combination of golf and other activities; ideally 2/3 of their product could be a combination of golf and other activities.
2. This leads to the next part where most golf travellers play between 1-3 rounds per holidays. Golf touroperators should try and fit their product accordingly.
3. And finally, golf businesses should have an emphasis on internet marketing, as most people look for their information on there. However, with such a large proportion of golf travellers depending on word of mouth, an emphasis should be on excellent service: people are six times more likely to recommend something if the service was good, but *twenty times more likely to deter friends and family if the service was bad*. A slightly underrated part of the marketing mix is social media though, as this up & coming media, can serve as word of mouth as well. Ask your clients to post their best images on Facebook & Twitter, as a pretty picture on Facebook or Twitter can have a great positive image.

How can Tourism Inspiration help?

Tourism Inspiration is a full service company specializing in Tourism Marketing, Communication & PR; how to inspire your target audience.

Tourism Marketing ranges from everything of the development of the Tourism Product, or destination; through the Pricing, Placing and providing the Promotion of the tourism product.

Tourism Inspiration can help you with all stages of the Tourism Marketing Mix, furthermore, we can help your company or destination with your:

- Processes, how to maximise the efficiency of your company & your marketing.
- Help with designing Physical Evidence such as vouchers, sign boards, or golf balls for example.
- As well, as managing & training your People, by creating a customer care helpdesk for example, designing your FAQ's so your customers can find their own information, or conducting Market Research, such as in this case, in order to find where and how your customers can be reached.

If you have any questions, or would like more information how Tourism Inspiration can help you, your business, or your destination, make sure to contact us on:

<http://tourisminspiration.com/contact/>

Or send us an email to:

info@tourisminspiration.com