



FIFE GOLF



Who We Are

Fife Golf gives you the opportunity to promote and align your business with one of the leading golf destinations in the world. Join us and access numerous promotional and business development opportunities that engage with golfers situated in local, national and international markets.

As a public/private, not for profit organisation, you can be assured all the revenues generated by our organisation are invested in promoting your business and the region as a whole.

Our active membership includes 43 golf courses, five-star resorts, outstanding country house hotels, quality-assured guest houses, luxury self-catering accommodation, leading tour operators, distilleries and restaurants.

So why not join our community today and find out for yourself how we can support your business.

www.visitfifegolf.com

A Bit About What We Do

Website –The platform has been developed to demonstrate the fabulous experience awaiting visitors to the region. Your individual page includes imagery, text and links that showcase your business. Paid members can also supply offers and packages for promotion via the packages area of the site.

Tour Operator and Media Hub - Upload targeted information, imagery and video to our hub that can be downloaded and used by tour operators and media to promote and sell your business to their customers and networks.

Event Attendance –In the last number of years, Fife Golf has attended VisitScotland Expo, The Nordea Masters, Danish Golf Show, Helsinki Golf Expo, The Amsterdam Golf Show, The Ricoh Woman's Open, The Open Championship's at Hoylake and St Andrews and IGTM (International Golf Travel Market). This mix of business and consumer facing events ensures our member organisations are reaching customers in the markets they value.

Social Media–Fife Golf is very active on social media and we have over 3500 followers on Twitter alone. The channels promote news stories and special offers to our followers – whether it's a tee time deal, accommodation offer or general promotion, Fife Golf make sure your message reaches the digital world.

E-newsletter – Our ever expanding database provides the perfect audience for business promotion. The consumer database numbers approximately 8,500 and predominantly covers the UK, US, Scandinavian, German and Dutch markets.

Networking – Fife Golf work with Fife Council, Welcome to Fife, the Fife Local Tourism Associations, Scottish Golf, VisitScotland and EventScotland, and are connected with over 100 golf tour operators. We utilise these channels to promote our members and maximise the reach of communications. These organisations provide Fife Golf with a number of opportunities to engage with their activities throughout the year, including supporting package development, inclusion in competitions, FAM Trips and joint exhibition attendance.

FAMTrips -We have hosted numerous FAM Trips for Golf Media and Tour Operators. Visiting groups from Scandinavia, Central Europe, USA, Asia and The UK have experienced itineraries throughout the region. These trips provide an excellent opportunity to promote member businesses and allow travel trade professionals to experience the outstanding experience available in Fife.

Digital Campaigns - We work with media organisations and content creators to showcase the experiences available across the region. We have worked with some of the most established platforms in the world (including Newsquest and Golf Digest) and reached an audience of millions located in the UK and across the globe.

Contact Liam Barn - liam@visitfifegolf.com - to find out more.

Membership Benefits

Price - £330

- Page on Fife Golf website
- Inclusion in our digital Golf Tour Operator and Media Hub platform
- E-newsletter promotional opportunities
- Unlimited access for promotion via Fife Golf social media channels
- Direct link to your own website
- Direct link to your on-line booking system
- Promotion of your business to vetted tour operators in UK, national and international markets
- Access to marketing and expert support from Fife Golf
- Inclusion in digital campaigns
- Networking opportunities with the golf community in Fife
- Representation by Fife Golf at B2B and B2C trade shows and exhibitions
- Invitation to attend Fife Golf AGM
- Inclusion in media and content creation opportunities
- Promotion to the 200 strong Golf Tour Operator network



www.visitfifegolf.com