



tourism

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Golf Tourism Seminar

Introduction

The National Department of Tourism (NDT) hosts Golf Tourism Seminar to discuss golf tourism in South Africa and its contribution and growth potential for South Africa both from the domestic and international markets perspective.

This as a result of the statistics that are available on golf tourism sector from the Sports Marketing Surveys SA which estimated that South African Golf industry generated a total direct economic impact of R29.2 billion and created over 50 000 jobs. This figure can be broken down into R13.1 billion in core-created industries (existing facilities, golf equipment, golf events, advertising, media and new course development) and R16.1 billion in enabled industries (golf tourism, golf estate property). The overall worth of the industry, including the multiplier effect, rises to R58.4 billion.

Limpopo is identified as the host province for the first seminar that will take place on the 22nd July 2013.

Background on The Golf Tourism Seminar

A partnership agreement has been reached between National Department of Tourism, Limpopo Economic Development, Environment and Tourism (LEDET) and the Limpopo golf and safari route to host a golf tourism seminar in support of this initiative whilst consulting with stakeholders on how to grow this market segment. The Golf Tourism Seminar will also create a platform to relaunch the Limpopo Golf & Safari Destination and officially announce the proposed annual "Tourism Month Golf Extravaganza" event which will be hosted during the month of September at Entabeni Legend Resort known for its unique Extreme 19th hole. Stakeholders from the following sectors will be invited to attend The Golf Tourism Seminar and contribute to the discussion:

- Golf Tourism Industry
- SAGTA / IAGTO
- Golf Tourism tour operators and media
- Provincial Marketing agencies and
- Provincial tourism Departments
- Tourism Industry Stakeholders

The Seminar will include a number of panellists who will engage with the industry. Provinces are given an opportunity to indicate the impact of golf tourism in their various provinces as well as indicate the potential it has in growing and developing tourism in the province. Sharing with the stakeholders what they have done to ensure that the growth is sustainable. The outcomes of this seminar will assist the NDT in its plans to developing a concept on behalf of the industry as to how golf can contribute to the growth and development of the domestic tourism in the country. The NDT is targeting sports as one of its niche markets. Because golf has had such contribution into the GDP of the country, in creating employment as well as because the golf causes are already in existence almost in all provinces it might

be easy to use it to achieve the spread that the country needs in tourism growth.