



tourism

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REPUBLIC OF SOUTH AFRICA

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Golf Tourism Seminar explores opportunities in marketing South Africa as a golfing destination

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The National Department of Tourism (NDT) in partnership with the Limpopo Economic Development, Environment & Tourism (LEDET) and the Limpopo golf and safari route hosted a Golf Tourism seminar in Limpopo on Monday. The Seminar brought together stakeholders from both the Tourism sector and the Golf fraternity to discuss how the sport could contribute to South Africa's growth potential.

Following the successful hosting of 2010 FIFA World Cup there has been a growing interest in sports tourism in South Africa. More than 10% of foreign tourists come to South Africa to watch or participate in sport events, with spectators accounting for 60% to 80% of these arrivals.

According to Mr Peter Walton, President of the Global Golf Tourism Organization (IAGTO), Golf has the potential of contributing to increased revenue for the tourism sector.

"There are 54 million golfers worldwide of which 25% will definitely take golf holidays in the next 12 months and spend 120% more per day in their destination than a general leisure tourist. Golf is not an amenity or an excursion but a primary driver of incremental tourism," said Walton.

Golf Tourism statistics collated by the Sports Marketing Surveys of SA estimate that the South African golf industry generated a total revenue of R29.2 billion and created over 50 000 jobs. The overall worth of the industry, including the multiplier effect, is estimated to be R58.4 billion.

"Golf tourism is an important segment of the overall tourist market, both in terms of volume and spend-per-visitor, because it can drive substantial investment into resort developments, generating substantial economic growth and job creation" said Deputy Minister of Tourism, Ms Tokozile Xasa.

Speaking at the Gala dinner held after the Seminar, the Deputy Minister Xasa said she was looking forward to receiving outcomes from the seminar, and innovative ideas on advancing golf tourism in South Africa. "I am expecting a comprehensive and coordinated framework for promoting golf tourism, capitalizing on the existing positive footprint, and building on the strength of South Africa's position as the preferred destination of choice" said the Deputy Minister.

South Africa has more than 500 golf courses of international standard located in the nine provinces. The National Department of Tourism (NDT) views sports tourism as a potential niche market. Guided by the findings and outcomes of the seminar, NDT will embark on formulating a guideline that will inform the provinces and the tourism sector on how to best utilise golf tourism to market South Africa as a Golf Destination.

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