

UNPARALLELED GOLF, DISTINCTLY DIFFERENT.

GREAT GOLF RESORTS OF THE WORLD

Program Overview

Great Golf Resorts of the World (GGRW) is a growing marketing umbrella composed of the world's top golf destinations. The program includes multiple elements to provide value to our member properties and sponsors throughout the calendar year, all of which are tied to a golf-first philosophy that keeps PGA Professionals and private club members at the center. To reiterate: the emphasis is on this critically important marketing channel that influences upscale golf travel.

Core Elements

- The program allows these top destinations to associate themselves with the best properties – and differentiates them from the rest claiming excellence – in digital, trade show, print channels and more.
- GGRW is committed to showcasing the very best golf resorts in the world and only the best. The selection will be about the quality of the golf experience first.
- The Great Golf Resorts of the World marketing focus is to help align our member properties to the influence and travel leadership of PGA Professionals and private golf managers at the world's leading 1,000 private golf clubs. Member properties are pledged to the long-term success of the program through multi-year commitments.
- The Advisory Board maintains the value and credibility of the membership by vetting all new entrants; by agreement the program will not exceed 50 properties worldwide. Four rotating resort representatives are members.

Directory

- A 72-page beautifully designed and bound volume highlights each member property with a spread annually.
- The top 1,000 private clubs worldwide each receive 50 copies of the directory through their on-staff PGA Professional. The clubs are identified as the top clubs in each state and country by Golf Magazine, Golf Digest, and other leading industry publications. In addition copies are distributed in-room by our member properties.
- Total print run: 100,000

Private club distribution: 35-40,000 United States and Canada, 10-15,000 United Kingdom, Ireland and Europe

Sample distribution: *Shinnecock Hills Golf Club, Congressional Country Club, Medinah Country Club, Augusta National Golf Club*

Annual Meeting

A GGRW member property hosts the Annual Meeting in October or November each year. The 3-day annual meeting is a chance for properties to:

- Discuss best practices, trends and marketing
- Direct the evolution of GGRW to support resort efforts
- Network among themselves
- Discuss common issues and challenges

Upcoming Annual Meetings include: 2014 *Gleneagles, Scotland*, 2015 *The Broadmoor, Colorado*, 2016 *CuisinArt Golf Resort & Spa, Anguilla*

PGA Merchandise Show

GGRW takes a 60' x 10' booth every January at the PGA Merchandise Show in Orlando. Benefits include:

- Allowing member properties to leverage the show without an outsized financial commitment, and is used as a meeting space for member properties.
- Hosting a major winetasting event with PGA Magazine brings over 150 industry influentials to the booth on the show's opening afternoon.

Additional Value

GGRW takes an active role in helping member properties reach and understand valuable market segments. These include several major initiatives in China, bringing member properties together with prominent industry leaders, and more.

