



PRESS RELEASE  
FEBRUARY 2019

### **IGTM 2019 RE-BRANDS**

**REED TRAVEL EXHIBITIONS ENHANCES THE BUSINESS OF GOLF TRAVEL & LEISURE BREAKS**

**A GLOBAL EVENT FOR THE TRAVEL INDUSTRY CREATED IN MARRAKECH**

**“GOLFERS SPEND 120% MORE PER PERSON PER DAY THAN AVERAGE LEISURE TOURIST”**

[www.IGTMarket.com](http://www.IGTMarket.com)

International Golf Travel Market (IGTM), the leading business to business event for the golf travel community, has re-launched in its 22nd year with a refreshed brand image and website, together with a new organising team from Reed Travel Exhibitions – the world’s leading travel and tourism event organiser.

Taking place in Marrakech, Morocco from 14-17 October this year’s event will be designed to further enhance the business opportunities for this leisure sector where the spend per head is 120% more in a destination than the average tourist according to the latest Sports Marketing Survey report.

Reflecting the trends in golf vacations, IGTM will be widening the buyer attendance to reflect the rise of the millennial golfer, the increase in female golfers, and emergence of golf for families. “With 60m golfers worldwide - 8m of them in Europe, and 70% of all golf travellers looking for somewhere new to go each time they organise a golf break, IGTM is growing year on year to accommodate not only new suppliers, new destinations and dmc’s, but also similarly growing the number of buyers so that they reflect the trends in buyer preferences. Tour Operators report a year on year increase of 5% (IAGTO Report) which

supports the positioning of growth reflected at IGTM as the leading travel industry event.”  
said David Todd, Event Manager, IGTM.

Over 500 golf tourism suppliers will join 400+ pre-qualified buyers and international media for 4 days of pre-scheduled appointments, networking and education sessions.

Just some of the brands already signed up include PGA Catalunya Resort (Spain), Penha Longa Resort (Portugal), Costa Navarino (Greece), Sheraton Cascais (Portugal), Double Tree by Hilton Emporda Golf & Spa Resort (Spain), Rovos Rail (South Africa), Barcelo Montecastillo (Spain), Clube de Golf Alcanada (Mallorca).

Adel El Fakir, CEO Moroccan National Tourist Office welcomes IGTM to Marrakech; “Golf here is more than just a sport or activity – it’s a genuine experience. From the Mediterranean coast to the Atlantic and the backdrop of the Atlas Mountains, Morocco currently has over 40 golf courses to challenge even the most experienced golfers. We are delighted to be a partner to IGTM this year and welcome all participants in what we call overwhelming Marrakech and beyond”.

Referring to the new look and feel of IGTM, David Todd outlines the key business objectives behind the brand design. “It’s time for change with the event coming of age and in its 22<sup>nd</sup> year we have designed a fresh look that will bring the industry’s leading international golf travel event into the 21<sup>st</sup> century. Along with the re-brand is a shift in the experience we will be delivering to all participants, driven by the core objective of business opportunities for everyone, so keep up to date with all the innovations via the new website [www.IGTMarket.com](http://www.IGTMarket.com)”.

Some of the changes taking place this year include: Educational content sessions to help participants understand and grow their golf business as well as the trends and Insights research presented during IGTM. On the media side, there will be networking opportunities with international journalists representing not only leisure travel publications and golf titles, but influencers and online media attending to research what’s relevant and new in the industry.

“With the shifts taking place in international golf travel trends, that show there is a need for golfers to “feel part of an international community” a desire to prioritize experiences and for boomers and Gen Xers the need to have authentic local culture” (Golf Monitor December 2018) IGTM will be the place where what is current and what is the future will be on the show floor, in the content of education, business opportunities and as an experience. We are also going to grow the media attending so that the international travel editors can attend to see what’s new and relevant to their readers for golf holidays.” Added Todd.

Ends

For press enquiries, please contact:

**SPOTL1GHT Communications**

**Alexandra Gore – Senior Account Manager**

+44 (0) 20 8334 4004

[Alexandra.gore@spotlightcoms.com](mailto:Alexandra.gore@spotlightcoms.com)

## NOTES TO EDITORS

**International Golf Travel Market (IGTM)** now in its 22nd edition, is the meeting place for the global B2B golf travel community. More than 500 golf tourism suppliers join more than 400 pre-qualified buyers and international press for four days of unmissable pre-scheduled appointments, exclusive networking opportunities and invaluable industry and trend updates. Taking place in a different destination every year, IGTM brings together golf tourism professionals from over 65 countries. [www.IGTMarket.com](http://www.IGTMarket.com) Next event: 14-17 October 2019.

## Reed Exhibitions

[Reed Exhibitions](#) is the world’s leading events business, enhancing the power of face to face through data and digital tools at over 500 events a year, in more than 30 countries, attracting more than 7m participants.

## Reed Travel Exhibitions

[Reed Travel Exhibitions](#) is the world’s leading travel and tourism event’s organiser with a growing portfolio of more than 22 international travel and tourism trade events in Europe, the Americas, Asia, the Middle East and Africa. Our events are market leaders in their sectors, whether it is global and regional leisure travel trade events, or specialist events for meetings, incentives, conference, events (MICE) industry, business travel, luxury travel, travel technology as well as golf, spa and ski travel. We have over 35 years’ experience in organising world-leading travel exhibitions.