



DERÖSCHBERGHOF
/
HOME OF GOLF





European Golf & Travel Media Association

Let us promote your service, product, destination or course in 2021.



Overview

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- Membership
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Our journey ...

The EGTMA is Europe's leading media association for golf and travel media professionals from all types of media.

Established in 2006, we are now going into our 15th year and have provided media coverage and exposure for destinations, resorts, courses and partners.

Since the beginning and to date, EGTMA members have participated in 67 Media trips to various destinations worldwide and have generated over 19.5million Euros (*) worth of media coverage as an AEV (Advertising Equivalent Value).

With over 100 qualified members, close to 700 journalists, representing 26 countries and more than 3,000 golf industry professionals in our database, EGTMA is the only independent international media association.

We allow members from all sorts of media channels as long as they can prove coverage and an audience. The outlets are not limited to golf magazines but we also generate coverage in general travel, life style and business magazines enticing people to travel for golf.



EGTMA Members back in 2006 at Portsalon Golf Club, Donegal Organised in cooperation with North & West Coast Links Golf



Our journey ...

During 2017 and 2018, the EGTMA partnered with GolfinFlanders and worked closely together with the golf federation to work out a golf tourism strategy to bring Flanders to the attention of the golfer as an alternative golf tourism destination. This resulted in Flanders being awarded the prestigious IAGTO Undiscovered Golf Destination of the Year and drew attention to the destination from tour operators across the globe.

In 2018, a delegation of EGTMA members visited the region of La Rioja and Logrono in Spain and the promotion following on from that visit resulted in another win with La Rioja succeeding Flanders as IAGTO Undiscovered Golf Destination of the Year for 2019.

Such is the influence of EGTMA members and the organisation.





Membership



- EGTMA Membership fees are for the year and have been kept at €100 for several years now.
- EGTMA membership is all about making friends and fostering relationships with fellow media professionals from all over the world.
- Membership will get you invites to our media trips and priority into all our events.
- Membership will get you a share in whatever promotions the EGTMA can get from partners.
- The EGTMA will assist you to arrange bespoke media visits for members.



Members' work...

NORTH & WEST COAST LINKS GOLF IRELAND GREENS OF DREAMS WILD & TRUE

For most golfers, the Emerald Isle is a 'bucket list' destination. After all, it's one of the most beautiful and culturally rich countries in the world. Why not discover the unique golf courses it has to offer along the Wild Atlantic Way and discover the unique insights that offer a thrilling and genuine Irish golfing experience.



BY SAM GOLF

REIZING GETAWAY | NORTH & WEST COAST LINKS GOLF IRELAND

CESTY ZA GOLFEM | K. Krmecko



ÖSCHBERGHOF

CONCIERGE | TRAVEL TIME

Pars in the ALGARVE



Flanders Golf's best kept secret

It's always fun to discover a new and unvisited golf destination, particularly when it combines interesting local culture with unusual golfing experiences.

Surprisingly, Flanders is still the right time and is a great golf destination that is rich in culture and history. The region is a beautiful mix of old and new, with a rich cultural heritage and a variety of golf courses to suit all tastes. The region is a beautiful mix of old and new, with a rich cultural heritage and a variety of golf courses to suit all tastes.



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VERDENSMESTRE I ØL

Her også på golfbaner er blegens godhed - vi har besøgt Antwerpen med Rineke, hustru Thomas Pieters' familie i maj, arrangerede de gamle King's Club og Royal Antwerp i forbindelse med de store klub.

Beholdningen af den gamle godhed er blegens godhed - vi har besøgt Antwerpen med Rineke, hustru Thomas Pieters' familie i maj, arrangerede de gamle King's Club og Royal Antwerp i forbindelse med de store klub.



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FOUR COURSES & MATCHING WINES

La Rioja is a less-known area of Spain where you'll get the best of both worlds: world-class golf and wine.

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BAD GRIESBACH

najveći golf resort v Evropi



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reises SPANJE

LA RIOJA PUTTS & PINCHOS

De hoofdstad van de Spaanse wijnstreek Rioja is hét startpunt voor een paar dagen genieten van wijnen uitstapend eten en natuurlijk golfen tussen de druiven. Welkom in Logroño.





A Typical Press Trip

General Conditions to participate

- EGTMA Members make their way to the designated airport on the designated dates and times at their own discretion
- We normally request a gratuity fee from each member to distribute amongst staff etc in the places that host us

SUNDAY

- Pick up at Bilbao Airport at 13:30 for first arrivals - Bilbao city tour
- Pick up 17:00 for 2nd arrivals and transfer to Logrono (1hr30)
- Arrival and check in at the different hotels in Logrono
- 21:00 Reception and welcome dinner at 'La Brasa de Laurel' Restaurant (walking)

MONDAY

- 08:15 Hotel Pick Up for a 9:15 Tee Time at Campo de Sojuela followed by light lunch.
- 16:30 Visit to Hotel/Vineyard/Bodega Finca de Los Arandinos followed by quick visit to Hotel Marques de Vallejo
- 19:30 Guided visit to Logrono
- 21:00 Tapas Trail in the Calle Laurel with the "El Educador en Vinos' (The Wine Teacher) - A marriage of Tapas and Rioja explained by a local wine expert.

TUESDAY

- 08:15 Pick up at the hotels for a 9:00 tee time at [Logrono Golf Club](#) followed by lunch.
- 16:00 Quick stop at the Hotel Gran Via - back to hotelp
- 19:00 Visit of the Ontanon Winery & Museum followed by dinner in the cellar.

WEDNESDAY

- 8:00 Pick up at the hotels for a 9:00 tee time at IZKI Golf Club (Challenge Tour Venue)
- 16:15 Visit of the Vivanco Winery and Museum.
- 18:45 Quick stop at Hotel Carlton Rioja for visit
- 19:00 Arrival at the hotel in Logrono and free time
- 21:00 Final dinner in a restaurant in Logrono

THURSDAY

- 8:00 Pick up at hotels for transfers Golf Rioja Alta and 8:45 tee time followed by lunch
- 14:00 Transfers to Bilbao Airport





Value to the Destination

- Measurable increase in exposure to the European and International golf & travel media.
- Stronger relationship and even one on one with the media in your area and abroad which leads to more exposure for your product, service, destination.
- Exposure on the EGTMA's website, social media channels and newsletters.
- Regular distribution of your own news to specific journalists or golf's key influencers and use of contributions by journalists.
- Provide an AEV (Advertising Equivalent Value) of 2.5 to 1 in selected publications in line with industry standards.
- With regular articles and mentions via the EGTMA website, social media and newsletters plus reference in articles during the year, the ROI will end up in the tens of thousands of Euros.



"Having the EGTMA members visit our region helped us on our way to promote the La Rioja region to golfers all over Europe. The EGTMA organisation was instrumental in assisting us to receive the IAGTO, Undiscovered Destination of the Year for 2019, a great help in our continued efforts to promote ourselves as an up and coming golf destination. We received another delegation Nov 2019 and are looking forward to their continued support and coverage showing the world what our destination is all about."

David Bedia (Campo de Golf de Logrono) and Jose Maria Notivoli (Logrono Council)



A list of our press trips over the years.

2021

- Is Molas & Is Arenas, Sardinia
- Golf around Sofia incl. Pirin Golf, Bulgaria
- Porto Golf Destination, Portugal
- Peralada Golf & Girona, Spain
- The Azores, Portugal
- La Rioja, Spain
- Zala Springs Golf Resort, Hungary
- Troia Golf Resort, Portugal

2020

- All trips cancelled due to Covid19

2019

- La Rioja, Spain (November)
- Der Oeschberghof, Germany (September)
- TeeTimes.pt Lisbon Media Challenge (May)
- The Scandinavian, Denmark (May)
- North & West Coast Links, Ireland (May)
- Zala Springs, Hungary (April)
- Pirin Golf Resort, Bulgaria (April)

2018

- Zala Springs, Hungary (September)
- The Scandinavian, Denmark (July)
- Quellness & Golf Resort Bad Griesbach Media Experience (June)
- Sand Valley, what's the golf like in ..., Poland (May)
- GolfinFlanders, Belgian Knock Out, Antwerp (May)
- Tee it up in the Rioja Region near Logrono, Spain (March)

2017

- PGAe Annual Conference, Costa Navarino, Greece. (October)
- A golf discovery through Slovakia. (September)
- GolfinFlanders Media Championship, Belgium (August)
 - **50th EGTMA event !**
- The Scandinavian, a Danish Discovery (May)
- Zala Springs, the new kid on the block, Hungary (May)
- Ireland, Golf without Borders - Lough Erne/Slieve Russell (April)
- Porto and much more (April)
- Borgo Egnazia, Puglia, Italy (February)
- PGAs of Europe Annual Congress, Gloria Golf, Turkey (January)

2016

- 'Martin's Golf Pass' by Martin's Hotels, Belgium (May)
- North & West Coast Links Challenge, Ireland (April)
- -NAU Hotels & Resorts Media Championship, Portugal (Feb)

2015

- North & West Coast Links Challenge, Ireland (Apr)
- Pärnu Bay Golf Links & Saare Golf, Estonia (July)

2014

- North & West Coast Links Challenge, Ireland (April)
- Madeira Media Open (May)
- Biarritz, 150 years Golf, the Basque Experience (June)
- Norwegian Challenge Tour (August)
- Monte Rei G&CC Media Masters (October)
- Cannes Golf Week, Cote d'Azur (October)

2013

- Arabella Starwood, Mallorca (November)
- Cannes Golf Week, Cote d'Azur (September)
- Flanders w/Martin's Hotels, Belgium (July)
- Carrick on Loch Lomond, Scotland (July)
- Golf around Hamburg, Germany (June)
- Porto and More (May)

2012

- Monte Rei G&CC Media Masters, Portugal (November)
- Costa Navarino Golf Discovery, Greece (September)
- Prince Edward Island Media Am, Canada (July)
- Hartl Golf Resort Challenge, Germany (June)
- Jewel of the Med Media Championship, Tunisia (April)

2011

- Lisbon Golf Coast Media Masters, Portugal (November)
- North & West Coast Links Challenge, Ireland (September)
- Mission Hills China (July)
- Wales Post Ryder Media Cup (June)
- Golf in Morocco Championship (May)

2010

- Monte Rei Media Masters, Portugal (December)
- Cameron House on Loch Lomond, Scotland (October)
- Brabant Wallon Martins Hotels, Belgium (August)
- Fairmont St Andrews, Scotland (July)
- Golf Son Gual, Mallorca (June)
- Golf in Slovakia, (May)

2009

- Media Masters, November - Murcia, Spain
- Mission Hills, August - China
- Fairmont St Andrews, June - Scotland
- North & West Coast Links Challenge, March - Ireland
- Belek region, February - Turkey

2008

- Oeste Golf Challenger, Portugal (November)
- Media Masters, Murcia, Spain (November)
- Delgany Golf Club Centenary - Wicklow, Ireland
- Carnoustie Country, Angus, Scotland (April)

2007

- North & West Coast Links Challenge, Ireland (October)
- Media Masters, Belek, Turkey (February)

2006

- North & West Coast Links Challenge, Ireland (October)

A number of destinations can be seen multiple times, such was the positive impact an EGTMA visit had on their exposure into the market that a return visit was organised.



Dedicated Charity



The EGTMA has a history of helping organisations that are instrumental in bringing golf into other spheres. We have supported The First Tee of Ireland, we support the Women's Golf Day and now also the European Disabled Golf Association with Tony Bennett (former PGA's of Europe Board Member) as their President. As a small organisation, we are not in a position to assist financially but we do what we can do to promote their cause to our network via our members and industry contacts.

EDGA (formerly the European Disabled Golf Association) is a not-for-profit, volunteer organisation, active in the promotion and delivery of opportunities to sample, participate and compete in golf. EDGA provides advice relating to golf for disabled players to The R&A, The International Golf Federation, The European Tour and The European Golf Association on golf for the disabled.

EDGA was founded in the year 2000 in Wiesbaden and has a membership of 29 National Federations, in 2018 nineteen approved events took place, and in 2019 more than forty took place. EDGA's members are now located worldwide with 31% of the membership from outside of Europe. Recent members include Golf Australia, New Zealand Golf, The Indian Golf Union, The Costa Rica Golf Association, The Argentina Golf Association, Golf South Africa, The Israeli Golf Association and The Lebanese Golf Federation.

Focusing on growing the game, EDGA has designed and implemented coach education programmes for delivery in rehabilitation centres, hospitals and golf clubs. All of these initiatives are available to the members of EDGA, as are protocols for tournament administration, definitions of impairment and other programmes which are available to grow the number of golfers with disability around the world.

Contact:

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Partnerships

Over the years, the EGTMA has developed relationships and partnerships with golf apparel and service companies, courses, resorts and destinations.

Partners get cost effective exposure to a pool of dedicated journalists worldwide and to our database of thousands of golf industry professionals.

Partnerships provided businesses with a front row seat in the theatre of the golf and travel industry.

We have dedicated partnership conditions but of course, we are open to look at a bespoke packages made to measure and depends on what you want out of it.

David Shepherd, CEO the Scandinavian: *"I've worked with the EGTMA for some time now, first at Monte Rei in Portugal and then at The Scandinavian. Every visit we have had, has been nothing short of extremely professional and the coverage received has undoubtedly enhanced the standing of both properties."*





Partnership Benefits



Olivier Meulemans, Sales & Marketing Manager Martin's Hotels Belgium: *"We've organised a few press trips with the EGTMA and have always been impressed with the professionalism and the quality of the journalists. It has definitely improved our brand reach in other countries."*

- Exposure to key golf & travel journalists and specialist golf and travel media across Europe to support your marketing efforts.
- Preference in organising an EGTMA event inviting key media from your target markets or exposing your product and/or service to the key golf & travel media in Europe during the events or the year.
- Press Release distribution and/or preparation of a press pack to be distributed to key journalists. Facilitating and promotion of the use of partner products to our journalists.
- Key presence on the EGTMA website and social media which exposes your product and service to thousands of key decision makers in golf ... journalists, golf managers, equipment manufacturers and representatives, golf professionals, federations, PGA's, hotel managers, golf management companies etc.



Partnership Value and ROI



John McLaughlin, CEO NWCL Ireland: *"We were the first ones to organise a press trip with the EGTMA back in 2006. We have organised many more over the years as the quality of coverage we get from their members creates unrivalled exposure for our member clubs. That coverage keeps our destination fresh to golfers worldwide and continues to showcase what we have to offer."*

- Measurable increase in exposure to the international golf & travel media.
- Stronger relationship and even one on one with the media in your area and abroad which leads to more exposure for your product, service, destination.
- Exposure on the website, membership card, social media channels and newsletters.
- Regular distribution of your own news to specific journalists or golf's key influencers and use of contributions by journalists
- Organise a media trip to members and interested parties.
- Provide an AEV (Advertising Equivalent Value) in line with or exceeding market standards.
- With regular articles and mentions via EGTMA website, social media plus mention in articles during the year, the ROI will end up in the tens of thousands of Euros.



Partnership Conditions



Tony Judge, CEO & Founder clubstohire.com: *"I have personally enjoyed having been on a press trip with the EGTMA and was impressed by the professionalism of the organisation and their members. It was then I decided that being a partner of such a prominent media association and how they can promote Clubstohire to their base was a no brainer. I have not been disappointed."*

- EGTMA partnership fees cover a period of 12 months from date of signing.
- For a Single Golf Club: €600
 - www.egtma.com/troia-golf
- For a Multi Course Resort: €900
 - www.egtma.com/the-scandinavian
- For a Golf Destination: €1,350
 - www.egtma.com/nwcl
- For a Golf Industry & Services Partner: € 1,500
 - (www.egtma.com/clubs-to-hire)
- For press trip organisation: €400
 - That fee is waived for partners



Contact Details



To learn more about memberships, press trips and partnerships, contact:

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- Our website: www.egtma.com
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