Golf Tourism - Ireland - January 2015

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"With golf club memberships in decline and participation in golf low across Ireland – particularly in RoI – the sport will have to do more to adapt to lifestyles of modern consumers and offer less expensive and time-consuming ways to participate in the game."
– David Falls, Research Analyst

This report looks at the following areas:

- What is the state of play for golf in Ireland?
- What image do Irish consumers hold of golf?
- What can be done to help attract non-golfing consumers to the game?
- How popular are golfing holidays with Irish consumers?
- What impact could the hosting of high-profile golfing events have on golf tourism?

Golf has assumed greater prominence with regard to tourism over recent years, and while it is a relatively niche segment, is it one of high potential value growth, with spending by golf tourists higher than average tourist expenditure.

Ireland has a strong golfing reputation amongst Irish consumers who participate in the sport; however, such consumers would be more likely to take an overnight trip to spectate at a high-profile golf tournament than to take a holiday just to play golf. Overall, however, data collected for this report indicates that the majority of Irish consumers do not play golf, citing expense and time as key barriers to play. In order to attract more consumers to the game and benefit domestic golf tourism, the sport will have to respond to the pressures faced by modern consumers.

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