

# WHAT MAKES GOLF ENTHUSIASTS UNORDINARY



Barnbougle Dunes Golf Links  
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Tourism Tasmania's Unordinary Adventures program is a Tasmanian Government initiative aimed at dispersing visitors to Tasmania's regions. The program targets visitors who travel for their passions, and focuses on four special interest areas, including golf. This audience profile is a summary of Tourism Tasmania's research into golf enthusiasts.

## Australian golf enthusiasts

The research conducted by KANTAR<sup>1</sup> into golf enthusiasts across Australia revealed the following insights about potential future golf enthusiast visitors to Tasmania.

MARKET SIZE	Golf enthusiasts represent approximately 2% of travelling Australians who take passion-first holidays.
HOLIDAY HABITS	Most golfers take regular golfing trips with the same group of people and take shorter breaks, of around 3-4 nights. They'll often take a golfing holiday every 3 months. Golfers prefer to travel with their own clubs and golfing equipment, rather than hire it.
PSYCHE	Golf enthusiasts are highly social and competitive. They want to challenge themselves as well as challenge each other. They play hard on and off the field.

GENDER	The majority are male.
AGE	75% of enthusiasts are aged 35 and over.
LIFE STAGE	Typically family with kids or single/couple with no kids.
LOCATION	Across Australia, enthusiasts are based mainly in New South Wales, followed by Queensland and Victoria.
WHAT THEY SEEK AND WHY THEY TRAVEL	Golfers are seeking a sense of satisfaction and achievement, including through conquering a world-class course, beating their mates, improving their game and perhaps lowering their handicap. Key drivers of destination choice include course rankings, whether there are multiple courses nearby and the quality and value of key amenities (eg. accommodation, meals).
SPEAKING TO ENTHUSIASTS	Specialist golfing magazines and websites are an influential and trusted source of information for golfers. Word of mouth, Google, print and social media are also key sources. Clubhouses, including conversations with club managers and pro shop staff, are a reputable source of advice and information, with a high proportion of golfers holding membership in a club.

## Golf enthusiasts visiting Tasmania

Tourism Tasmania's Golf Situational Analysis<sup>2</sup> classifies golf enthusiasts actually visiting Tasmania into the following three sub segments.

### 1. MID TO HIGH-END PROFESSIONALS

The largest segment of golfing enthusiasts to Tasmania are men with mid to high disposable incomes aged approximately 40 and above. These visitors are often highly driven, career focussed professionals or recent retirees. Victoria is the key market for Tasmania's golf enthusiasts, followed by New South Wales. These enthusiasts travel in small to large groups in multiples of four. These professionals book well in advance due to busy work schedules and family commitments eg. Christmas, Easter, school holidays. The majority of these golfers are members of golf clubs. They commonly take short breaks for 'boy's trips', seeking reconnection with mates.

### 2. BUCKET-LISTERS

These golf enthusiasts are attracted to exotic and geographically-remote locations to pursue their passion. Bucket-listers want to tick off as many world-class ranked destinations as possible for the prestige. Mainly men but a wider age group than the mid to high-end professionals. Women sometimes attend with their partner.

### 3. HIGH PROFILE GOLFERS

Semi-professionals and professional golfers who frequent Tasmanian golf courses, as well as high profile sportspeople and celebrities who are golf enthusiasts. These golfers seek discretion and often book last minute. They tend to fly in by private jet or charter plane.

INTERESTS OFF THE COURSE	The golfing experience is the primary focus for all three sub segments of golf enthusiasts visiting Tasmania. They do also seek quality accommodation, dining and entertainment offerings during golf trips. Local wineries may also appeal.
SPEAKING TO ENTHUSIASTS	The golfing community are highly connected researchers and consumers of both print golf magazines and online content. Course raters are highly influential for golf enthusiasts, with magazine representatives' ranking of courses particularly valued. Social media is also key source of communication.
PSYCHE	The golfing community thrive on brag-ability. This can drive a desire to challenge themselves with travel to exotic and prestigious golfing destinations. Regardless of age, this community also thrive on playfulness and humour.



Cape Wickham Golf Links © Stu Gibson



Ocean Dunes Golf Course © Adam Gibson

## Golfing visitors to Tasmania – What the TVS reveals

The latest top-line statistics for golf visitors to Tasmania, sourced from Tourism Tasmania's Tasmanian Visitor Survey (TVS) for the year ending March 2020 indicate:

- 21,800 interstate and international visitors reported participating in golf during their visit to Tasmania;
- Overall, the number of visitors participating in golf has remained fairly steady over the past 5 years;
- These golf visitors stayed on average 13.7 nights in Tasmania; longer than the average visitor to Tasmania (8.1 nights);
- Golf visitors spend on average \$3,150 per person during their stay (higher than the average visitor to Tasmania, \$1,920 per visitor).

TVS statistics are published quarterly on Tourism Tasmania's corporate website. For the latest statistics, visit [tourismtasmania.com.au/research/visitors](https://tourismtasmania.com.au/research/visitors)

### References

- 1 *Passion-first travellers were the key focus of 2020 KANTAR research, commissioned by Tourism Tasmania. The purpose of this research included gauging market size of potential future golf enthusiasts visitors to Tasmania, developing an audience profile and understanding key drivers of destination choice.*
- 2 *The Golf Situational Analysis was compiled from data collected in a series of qualitative interviews with tourism operators in the Tasmanian golfing industry in 2019, which formed a snapshot of golfing visitors to Tasmania.*