

INDIA GOLF AND TURF EXPO

LEADERS OF GOLF AND TOURISM INDUSTRY ASSEMBLE



Mr Suman Billa, Jt. Secretary, Ministry of Tourism inaugurated the 8th IGTE with GIA President Deepali Shah Gandhi



Ishwar Achanta, Treasurer, Indian Golf Union



D Venkatesan, Dy. DG, Ministry of Tourism

"In India, we have a population of millions who can afford to pay and play the game but our focus has to shift towards them and the provision of more public driving ranges like Siri Fort and public golf courses like Panchkula/Quatab to help fulfill growing demand"

—Ishwar Achanta, Treasurer, IGU

"Incredible India is the most visible brand globally after Malaysia and Singapore, and we are here to help the GIA exploit the tourism potential we as a country possess" -
D. Venkatesan, Dy, DG, Ministry of Tourism



Deepali Shah Gandhi (President, GIA) with Lt Gen D Anbu (VCoAS, President, IGU)



THE 8TH ANNUAL INDIA GOLF AND TURF EXPO

enjoyed renewed success with its return to Delhi after being staged in Bangalore in 2018. Close to 500 delegates attended the two-day exposition on April 26 and 27 at Thyagaraj Indoor Stadium, along with representatives of 60 golf clubs from across the country and several real estate developers.

The exposition focused on golf tourism and touched upon key elements required for the sport's growth in India. The event included a first ever presentation by a representative from PGA of America – whose members include 29,000 teaching and club professionals in USA.

This year the expo was geared towards raising awareness of opportunities around golf among developers, tourism authorities, and club managers. Some of the themes addressed at the expo included local promotion of the sport to encourage participation, the relationship between golf and real estate, and the impact of golf on tourism. The Golf Industry Association also recognised leading contributors to the sport with the GIA Awards.



Anubhav Jain (Director, Silver Glades) and Anurag Mathur (CEO, Savills) and Rishi Narain (MD, RN Sports Marketing)



500
DELEGATES

100 Crore revenue through golf tourism in the next five years - GIA

The IGTE heavily emphasised the importance of generating revenues for the golf industry through tourism. The two-day exhibition for professionals from the golf and turf industry has been supported by Ministry of Tourism, Government of India for the past several years. A key takeaway from this was the emphasis on the development of India's golf tourism to generate ₹100 crore revenue in the next five years.

Deepali Shah Gandhi — 2019 IGTE addressed all aspects of golf.

- The GIA President summed up the IGTE 2019 with her praise for the event and pointed out the steps that are required to be taken for development of the country as a tourist destination and a golfing nation alike.
- The growth of golf through innovative techniques in junior golf and involvement of creating driving ranges in various towns and golf courses in smart cities improving life and health for the inhabitants was another major landmark.
- Tourism, with the interaction of Mr Peter Walton, President of IAGTO, Global Golf Tourism Organisation and various tour operators.
- Equipment suppliers had the possibility of bringing in state of art equipment to show case as per international standards.
- GIA has assembled all enablers in golf who have supported our indian heroes such as Shubhankar Sharma, Anirban Lahiri, Gaganjiet Bhullar to excel world wide.
- We need to grow the tribe and increase in driving ranges and golf courses at affordable rates. We need government support to make land available at affordable costs.
- This will then enable tourism to grow in leaps and bounds like our neighbouring pan asian countries.
- India has all that it takes to do so, we are full of pizzazz and we should leverage this.
- Looking forward to a bigger better 2020 golf expo.

Mr D Venkatesan, Deputy D.G. Ministry of Tourism, GoI, relayed his confidence on golf becoming a key growth engine for tourism in India within a few years and said that 'Incredible India' is the most visible brand globally after Malaysia and Singapore.

"The growth of golf courses with sustainable ecosystems cannot happen without economic viability of golf courses, and it cannot be achieved without developing golf tourism," said Peter Walton, President & Chief Executive, IAGTO, speaking at the expo. The presence of Peter Walton at the show for the first time demonstrated GIA's seriousness of driving the Golf Tourism Agenda. Walton's organization the International Association of Golf Tour Operators (IAGTO), has 700 members who collectively generate 75% of global golf tourism.

Mike Orloff, Managing Director, Golf Industry Central (Australia), shared his views on 'how golf clubs can improve the total tourist experience' while suggesting the introduction of an annual golf festival supported by Incredible India.

The GIA through the sessions announced that they aim to build ten new golf courses across the country with investments worth ₹1000 crore. A critical objective is to increase golf's reach and help the sport become easily accessible to people.



Deepali Shah Gandhi, President, GIA

GCSMAI – How to Maintain and Manage Golf Courses

Golf Course Superintendent & Managers Association of India (GCSMAI) had a one day seminar on the concluding day of the expo with over seven esteemed experts from various facets of golf course management, irrigation, turf management and development.

The GCSMAI even honored and remembered Late Col KD Bagga, a pioneer in golf course designing, who is behind the design and final shape of the Kensville Golf and Country Club in Ahmedabad, a memento in his remembrance was presented to his daughter.

Managing a golf course in a country like ours with extreme weathers takes a lot of effort of golf course managers and superintendents, all 12 months in a year and the experts get to share their knowledge, discuss various situations and case studies at a gathering like this once in a year.

Experts present were Mike Orloff - talked about the issues a golf course manager and club manager face and how to deal with them in synergy, Gareth Knight talked about advantages of aeration, Vineet Upadhyay talked about how to be smart about irrigation and how can a golf course utilize the maximum of limited resources like water and Vijit Nandrajog shared his knowledge on trends in golf architecture and how it is changing in world as the resources like land and water are affecting its shape.

The seminar was concluded by Mr Peter Walton, President, IAGTO who talked about how to position a golf course to attract international visitors and the factors which attract golfers and tourist to India. India has got world class golf courses and monuments and Delhi Golf Club is a prime example of it, it's a historical place with a scenic golf course, giving pleasure to a tourist and a golfer, simultaneously. A golf course overlooking the Taj Mahal in Agra can be indispensable, which is the most visited spot by international tourists.



President, GCSMAI felicitating daughter of Late Col. KD Bagga



Arun Singh, President, GCSMAI & Vineet Upadhyay (Hunter Industries)



Col KKK Singh (Retd.) and Gareth Knight



IGU is committed to developing golf in India

Indian Golf Union (IGU), the apex body for golf in India, was represented by the Treasurer Mr Ishwar Achanta who made a presentation and the current IGU President, Vice Chief of Army Staff Gen Anbu who visited the show. The IGU presentation shed light on the current scenario of Indian golf, opportunities, and hindrances being faced by the organisation.

While he remained confident that the situation would continue to improve, he emphasised that the road is long and that it will take years for India to be at par with developed nations.

40 EXHIBITORS



Ministry of Tourism extends support

Mr Suman Billa – Jt. Secretary, Ministry of Tourism, highlighted that while Thailand outranks us by huge margins in attracting golf tourists, India provides a great deal of opportunities for golf tourism within Asia. The scenic golf courses across the country, Gulmarg Golf Course (J&K), DLF Golf and Country Club (Gurugram), Jaypee Greens (Noida) and KGA (Bengaluru), are just a few beautiful examples of courses that could bring in tourism.

Opportunities could be maximised through marketing clusters of 2-4 golf courses in various pockets of India, which would give visitors ample time to play and travel. One such example could be Delhi – Chandigarh, where there are a total of five golf courses within a travel time of 1 hour (Delhi-Gurugram) and 4 hours (Delhi-Chandigarh). The tourist ready courses in these stretches include Qutab Golf Course, Delhi Golf Club, Classic Golf and Country Club, Jaypee Greens, DLF G&CC, Chandigarh Golf Course, and Panchkula Golf Course.

The Ministry of Tourism has a scheme to support the development of qualified new golf courses, if the developing authorities claim the property development for revenue through golf tourism. Mr Billa even emphasised the skill development of caddies through ‘Hunar se Rozgar’ where they are helped with learning the art of caddying and paid stipends on a regular basis.

He said, “The Ministry of Tourism has long identified golf as a potential tourism booster and has taken several measures including developing more public courses to grow and promote the sport in the country.

“This year’s IGE has also involved turf experts and professionals in a big way. This is important to ensure that the best of infrastructure is available in the country, to boost the prospects of golf, where quality turf plays a critical role in boosting the standards of the game.”



Mr Suman Billa, Jt. Secretary, Ministry of Tourism



Ajit Parmar (Lets Golf), Col Baidwan (CGA), Amandeep Johl (AJ Golf Academy & Karan Bindra (K&A Golf)



Sanjeev Rampal (Jaypee Greens), Rajeev Hora (DGC), Dibakar Sarkar (Commissioner Sports, DDA) & Brandon D'Souza (Tiger Sports)

The DDA is working hard to make golf easily accessible and is in currently renovating the Qutab Golf Course and has plans to open Bhalsawa Golf Course and few more driving ranges for general public by next year”

D. Sarkar, Commissioner Sports, DDA



John Butcher (Advisor, Ministry of Education, Govt of Scotland)



Neha Kumar (Pro Health Asia)



Peter Walton (President, IAGTO)

India as a golf tourism destination – Peter Walton, IAGTO

According to statistics, a golf tourist spends 120% more than a regular tourist per day. Golf tourism is resilient, and while due to political events or natural disasters, a destination might see low turnout of golf tourists for a few years, the numbers always come back up.

Golf tourism can further impact a destination; a special event like Ryder Cup in France or the prospect of exploring Scotland alongside its spectacular courses ends up increasing the number of travellers to these nations beyond just golf. Something on a similar scale is needed to grow India as a golfing tourist destination.

While India has tourist attractions like the Taj Mahal that bring in huge footfalls, an added value for golfers could help create a vision for the future. Golf travellers look for quality golf courses, new experiences, memorable experiences, accessibility, variety, weather, and value for money. 70% of travelling golfers are looking for something new, be it experiences, challenges, or something that excites the imagination. Since India has not yet been exposed to golf tourists, a huge opportunity awaits.

India has a vibrant history with a number of monuments, cultural offerings, and experiences that can be marketed well to attract new tourists. If coupled with quality golf courses and an overall positive visitor experience, India could be at the top of the list for golf aficionados and tourists alike. Peter Walton is working with the GIA and MOT to create a strategic road map to develop Indian golf tourism.

Enhance the tourist experience though customer journey mapping – Mike Orloff, Club Marketing Specialist, Australia

Golf courses are struggling with gaining memberships, guests and experiences to provide their customers and they need to focus on developing Unique Selling Points (USPs) to enhance the experience and make customers return.

Value = Experience – Cost; this is a formula that gives an idea of how a customer measures value of an experience at a golf course, and a visitor invests in three-ways through money, time and emotions perceived at the facility. If they are not satisfied, their chances of coming back are minimal.

A customer journey mapping helps one understand the phases a customer goes through at a golf club or course and over time, builds stronger relations with customers. Customer journey mapping includes one-on-one discussion with clients, resulting in better ideas and visions for improvements and development. Good lessons for new Indian courses in new markets where new golfers need to be created.



Mike Orloff (Golf Industry Central, Australia)



Bruce MacPhee (Senior Agronomist, AGCSA, Australia)



Arjun Chowdri (Chief Innovation Officer, PGA of America)



Supporting Global Development – Arjun Chowdri, Chief Innovation Officer, PGA of America

Mr Chowdri of PGA of America highlighted the extent of the work being done by his organisation. PGA of America has over 29,000 members spread across 10,000 facilities in USA. The organisation manages three of the biggest events in golf where media rights are distributed in over 220 countries. Just as it is for ex cricketers in India, Golf is the second favorite sport of most pro athletes from other sports and PGA of America is using this to try to reach larger audiences through its PGA Reach programme.





GIA Awards Night at Delhi Golf Club

PIONEERS FROM THE GOLFING INDUSTRY WERE AWARDED AT THE HISTORIC AND SCENIC DELHI GOLF CLUB



First 18 Holes Inspirational Standard Golf Course Development by a Smart City - Naya Raipur Development Authority - The award received by Phil Ryan (L) and Anit Mehrotra (2R)



Deepali Shah Gandhi (President, GIA), Richard Walne (MD, Australia & Asia-Pacific, TORO)



Lifetime Contribution in Golf Award- Dilip Thomas



Arun Singh, President, GCSMAI receives the Lifetime Service to Golf award on behalf of PK Bhattacharyya from Ravi Garyal



Karan Bindra & Vikram Sharma (COO, WGAI) receiving the award on behalf of Kavita Singh (Inspiration to women's golf)



Prabhas Thakur, Lokendra Malik (Kensville) & Manav Jaini



Best New Nine-Hole Golf Course Award - Eco Park - Atanu Palodhi receiving the award from Mohit Sharma (Rainbird)



Arjun Chowdri & Anit Mehrotra



Best Member Engagemet Programme - Royal Calcutta Golf Club, received by TS Baweja (C)



Eric Lynge (CEO, Asia Golf Industry Federation)



Contribution to Golf Coaching Award - Nonita Lall Quereshi



Best New Clubhouse Award - Qutab Golf Club, received by Col. IS Kohli



John Butcher, Ateet Gaur, Stephen Alfonso



Best Restoration of a Golf Course Award- Boulder Hills, received by Brandon D'souza



Contribution to Golf Coaching Award -Vijay Divecha



Peter Walton (President & CEO, IAGTO) & Phil Ryan (Vice President, GIA)

IGE Award	Winner
First 18 Holes Inspirational Standard Golf Course Development by a Smart City	Naya Raipur Development Authority
Best New Nine Hole Golf Course	Eco Park, Kolkata
Best Member Engagement Programme	Royal Calcutta Golf Club
Best New Club House	Qutab Golf Course
Best Restoration Of A Golf Course	Boulder Hills
Inspiration To Women's Golf	Kavita Singh
Contribution To Golf As Coach	Nonita Lall Qureshi
Contribution To Golf As Coach	Vijay Divecha
Lifetime Service In Golf	PK Bhattacharya
Lifetime Contribution To Golf	Dilip Thomas