

SCOTTISH GOLF TOURISM WEEK

Supplier Testimonials



2018 was the first year Aboyne Golf Club was able to attend the SGTW. The event was exceptionally well organised and exceeded our expectations in terms of the diversity and calibre of the international tour operators we met who all expressed a genuine interest in bringing their clients to play golf on Royal Deeside: an area of Scotland they would not previously have considered.

Aboyne Golf Club

This is our second year attending SGTW and after the increase in visitor income achieved last year, we now regard this as a “must do” event in our marketing calendar.

Boat of Garten Golf Club

The SGTW was an excellent platform to showcase our business to the world’s best tour operators, and at the same time build new relationships to drive golf in Scotland forward. It is a must for any serious golf business and one I would highly recommend!

Cameron House, Loch Lomond

This was by far a stand out event for us this year with well over 90% of our meetings being of interest to both parties. The follow-ups begin now and so over to us to make things happen! Thank you again. Look forward to getting the evaluation info through so that we can reiterate how successful this event was and how important it is for golf clubs in Scotland to be provided with such a wonderful opportunity.

Blairgowrie Golf Club

This event is a fantastic opportunity to meet buyers from targeted markets, and allows the opportunity for them to experience your business at first hand.

Carnoustie Golf Hotel

“A fantastic opportunity to showcase our club to a wider market. A worthwhile few days.”

Carnegie Club at Skibo Castle

Scottish Golf Tourism Week has provided the most efficient and cost effective few days that Scotland could wish for. I would recommend participation to anyone wishing to grow their business and increase their domestic and international contacts.

Carnoustie Golf Links

In an ever-changing market where budgets are guarded I would seriously advise those clubs trying to engage with the national and international market, to use their budget for this event and take advantage of the professionalism on offer.

Bruntsfield Links Golfing Society

Another great event, which seems to be going from strength to strength.

Archerfield Links

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Excellent event with plenty of business leads generated. Impeccable event organisation with assistance at every level.

1 Murray Park, St Andrews

First class event. First class shopping window for the international tour operators. Couldn't have wished for a better week. Hats off to the organisers and sponsors for showcasing Scotland so well, more of the same for next year.

Castle Stuart Golf Links

Scottish Golf Tourism Week outweighed any expectations that my company had. First class organisation and delivery with the highest quality appointments that our business could ask for.

Culloden House Hotel



SGTW provides the perfect platform for connecting with tour operators from the UK and Internationally. Hosting the event in Scotland, the home of golf, is key to its success, providing an opportunity to continue to build relationships with operators across the globe. It's a very professionally run event and an important week in Dundonald's calendar.

Dundonald Links

I've got to say that from the point of view of the 1 to 1's – everyone said it was so well organised – as was the booking and correspondence. In fact the entire event was very well organised, a real credit. Very well run event, from the planning and administration beforehand to the B2B meetings – with good quality buyers attending.

Cruden Bay Golf Club

The Scottish Golf Tourism Week provided our Club with the opportunity to showcase how unique we are as a venue and how we are able to provide the best golfing experience possible for the clients to some of the world's top golf tour operators.

Fortrose & Rosemarkie

The event has become invaluable to be able to meet with Tour Operators and network with other suppliers and to do so in a well organised, comfortable environment. The event adds significantly to the ability of Crail Golfing Society to continue to attract the 10,000 overseas golf tourists that are essential to our club.

Crail Golfing Society

“I would highly recommend this event to any Scottish Golf Club that wishes to develop and increase its green fee share to an international market.”

Dunbar Golf Club

SGTW was an excellent business opportunity, the chance to meet existing suppliers and new suppliers alike was a very efficient use of time all in a fantastic venue. Full credit to all involved in the management of the event - superb job.

Craigielaw Golf Club & Lodge

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The Scottish Golf Tourism Week is one of the best Tourism Innovations of the last 25 years. It gives the small business easy direct access to all level of Tour Operators in a short very directed manner which does not exist in any other form. I have met and now do business with Tour Operators I have been struggling to meet for the last ten years.

Kilspindie House Ltd T/a as Ducks Inn

“Having attended for the past three years, we continue to see the excellent value and return on investment from being a part of Scottish Golf Tourism Week.”

Hawkswood Country Estate

This is my third year I have attended SGTW and I would highly recommend - it is a fantastic platform to meet new operators and grow and nurture existing ones to increase golf tourism into Scotland - I wouldn't hesitate to attend future events!

Kingsmills Hotel

Brand new experience for us, but well worth it. With new relationships forged I can only see it being a success.

Hotel Kylestrome

I would highly recommend attending SGTW for any business wishing to raise awareness of their services and build new relationships with tour operators. The event was incredibly well planned and thought out and the venue was amazing.

Kinross Golf Courses

Glen Golf Club East Links attended the Scottish Golf Tourism Week for the first time this year, we had genuine concerns prior to the event that we were spending a large part of our marketing budget wisely on the event fee, on reflection, the event was tremendous value in terms of new contacts made and old ones renewed, I would heartily encourage any golf club, accommodation provider or other business thinking about attending to do so without hesitation.

Glen Golf Club East Links

“The SGTW is a great event hosting international tour operators on home soil, showing them what Scotland has to offer and what it does best.”

Kingsbarns Golf Links

An excellent show with quality, serious buyers. Glenapp Castle is a relative newcomer to the golfing section and the interest in this new product offering was immense. Thank you Scottish Golf Tourism Week!

Glenapp Castle

I have attended this event for over 2 years now and from a networking and business development perspective, I have found it hugely beneficial in terms of raising awareness of our services and building new relationships.

Green Hotel Golf & Leisure Resort

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2018 was the first time we here at Lundin have participated in the event and as such were a bit of a novice in that we were unsure of what to expect. From our point of view, the event was both extremely well run and enjoyable.

Lundin Golf Links

Meldrum House in the past has had to adopt a “shotgun” approach to golf tourism marketing, we feel SGTW gives us opportunity to adopt a “rifle” approach, engaging with an audience that are committed to placing business on Scottish golf courses and in Scottish hotels.

Meldrum House

This is the second time we have participated in SGTW and the quality of buyers this year was better. They also seemed better informed about our golf product.

Longniddry Golf Club

On a personal note we thoroughly enjoyed our time and found the SGTW an extremely worthwhile exercise. I think suppliers can only reap the benefits from such like events. I have already provided some feedback to our golf club committee and whilst we are hoping to see some results in 2019, fully understand that this is a longer term project and we look forward to receiving an invitation to return in 2019 and subsequent years.

Moray Golf Club

“This is the first time Mar Hall attended this event and we will be back. Wonderful experience meeting so many great people in the golf industry. The event was organised perfectly in a way to maximise interaction with so many potential clients.”

Mar Hall Hotel & Golf Resort

The Scottish Golf Tourism Week provided our Club with the opportunity to showcase how unique we are as a venue and how we are able to provide the best golfing experience possible for the clients to some of the world’s top golf tour operators. SGTW is the one event that gives us the opportunity to showcase Scotland and for me especially the North East.

Marcliffe Hotel & Spa

The quality of the tour operators we have met for the last 2 years has been very good and the timeframe of the event is perfect for us. If both of these are maintained we would have no hesitation in exhibiting again. The event is excellent and must be the envy of quite a few golf destinations around the globe. To have so many excellent buyers and suppliers under one roof makes the job a lot easier and it also saves us money. Congrats on yet another fabulous event. Simply put, this is the best 1-2-1 trade event I attend all year, far surpassing IGTM in terms of quality and relevance.

Luggage Forward

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The 2017 SGTW was fantastic for us. Being able to meet new GTO's from around the globe as well as strengthening relationships with our existing providers is invaluable. The event was extremely well organised and the format really works for us. We have already received £20k of new business and confident this will grow to over the £200k mark in the next 6 months.

Macdonald Hotels & Resorts

The event has evolved and the team have learned a great deal from past events to refine it and improve it greatly.

McLaren Travel

Another great SGTW! This event is becoming our only Golf event we attend annually, replacing IGTM and PGA Show in Florida. The opportunity for us to meet so many of our key partners, as well as developing new relationships is invaluable.

Old Course Hotel, Golf Resort & Spa



This is a very important event for anybody within the golfing industry that is serious about growing their business and one which I would have no hesitation about attending in the future.

Nairn Golf Club

“Once again the event has proven a success, a good number of quality and engaging appointments with a desire to develop golf tourism in Scotland.”

Murrayshall Hotel & Golf Courses

Yet again it was a great success for us with great fam trips and really productive meetings. I could not hope to see that many people in one year without SGTW. SGTW is the only show we have typed on the “What shows are we attending this year?” as it is a given.

PDG Helicopters

Thoroughly enjoyed the whole event which was supported in a very professional manner. The exposure the Club achieved at this event should not be underestimated and we fully anticipate attending future events.

Nairn Dunbar Golf Club

The event was very worthwhile in that it gave us an opportunity to meet a range of overseas Golf Tour Operators in a very short space of time which otherwise would not have been possible.

Prestwick St Nicholas Golf Club

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The SGTW is a fabulous way to conduct business with existing and potential new operators. Nothing beats a personal discussion and it's great to meet people from around the globe that you have exchanged calls & emails with over the years.

Pannure Golf Club

It was pretty full on with not a lot of time to draw breath during the interviews but I think the consistently high quality of tour operators this year made it all worthwhile.

The Scottish Golf Tourism Week is an excellent way to develop new business by meeting new customers and consolidate relationships with existing customers. It is far easier to sell Scotland face to face than by using email, telephone or letter.

Prestwick Golf Club

We find that the focussed nature of this event in which we get directly to the people who can maximise our profile is ideal and very cost effective. The team work hard to match the ideal buyer with the correct supplier and so we know that everyone we speak to is a potential for business. With this all happening in Scotland it helps on justifying the expense as well as showing the buyers why we are the Home of Golf.

Royal Dornoch Golf Club

The Golf Travel Agents are lining up to be able to attend next year, so this does suggest that we are attracting the best buyers to our country.

Rufflets Hotel

Great event, have made new and potential business contacts for future growth of Proscot Golf Ltd.

Proscot Golf Ltd

“An excellent event giving the Scottish Golf Industry the opportunity to meet and discuss both formally & informally those who specialise in bringing golfers to the home of golf”

The North Berwick Golf Club

Well organised and structured event with positive outcomes and opportunity.

Simpl Inns

For Scottish Golf Tourism as a whole the event provides a great platform for many businesses. We are committed to helping supporting the national effort wherever possible.

St Andrews Links Trust

Tremendous event again and delighted that Scotsraig Golf Club were again part of the SGTW.

Scotsraig GC

Great event and exceeded my expectations in terms of quality of appointments and immediate return of investment.

Scotsman Hotel

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Participating in SGTW has been an excellent business strategy for Carlton Hotel. We have built new business relationships, remaining true to our goal of placing the customer at the heart of everything we do.

Carlton Hotel, Prestwick

SGTW continues to attract new golf operators to Scotland and it was a wonderful opportunity to meet so many interested and “relevant” buyers, from 37 different countries, over 2.5 days. Great efforts had been made by the organisers to ensure the event ran smoothly and feedback from those international buyers I met with was extremely positive.

The Glencagles Hotel

Scottish Golf Tourism Week was a fantastic opportunity to showcase Trump Turnberry Resort to a wide selection of golf tour operators from various international markets. It was the perfect place to build relationships with existing clients, meet new partners and drive sales and increase the volume of golfers visiting Ayrshire and Scotland beyond.

Trump Turnberry Resort

The SGTW activities are extremely well organised and have proven to be a very useful way for The Village at Machrihanish Dunes to communicate and build our business with both domestic and international golf tour operators. The opportunity to meet one-on-one with golf tour operators from around the world who have demonstrated a genuine, proven interest in selling Scotland is very valuable, and there is no more effective (and cost-effective) way of achieving that than via this show. For many reasons, this is an event that simply should not be missed.

The Village at Machrihanish Dunes

“I thought the organisation for such a large event was excellent and as I appreciate how much work is entailed”

The Old Millhouse

The event opens doors for a small business to sell their individual product to the market especially being an unknown independent hotel, lets us show our passion for the industry and our quality of product which is not easy with a brochure.

South Beach Hotel



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“SGTW continues to grow from strength to strength, showcasing the best of Scottish Golf. The quality of the hosted buyers ensures engaging meetings and business bookings. A must on the event calendar for us to attend to attract new business as well as building on existing relationships with key golf tour operators.”

University of St Andrews

The Scottish Golf Tourism Week now forms an integral part of the golf tourism calendar. The opportunity to showcase both our product and what Ayrshire has to offer is very much appreciated. We look forward to taking part in years to come.

Western Gailes Golf Club

This event is fantastic for networking and supporting Golf Tour Business in Scotland to our friends throughout the world and many friendships created now and in the future. Well done to everyone involved.

Tour Highlands

The hard work and planning is clear to see in the delivery of the event. It's an event that goes from strength to strength and provides us with an ideal platform to engage with existing clients and new clients alike. When we discuss client engagement opportunities for the following year, this has become the first event in the diary and budget.

Trump International Golf Links, Scotland

The team work very hard and it is amazing that they can bring everyone together under one roof.

The Old Manor Hotel