Activating The CHINA GOLF Market And Increasing Value Delivery To Visitors & The Sector
ACTIVATING CHINESE GOLF TOURISM TO ZEALAND

By:

A proposition & strategy for engagement

The unique and compelling Golf NZ Proposition
Pathways to activation + delivery

Based on:

Understanding needs of Chinese Golf Players
EXECUTIVE SUMMARY

• Golf tourism in New Zealand is in its infancy
  – Opportunity for future growth with very high value travellers
  – This is a golf plus tourism experience

• The two Chinese golfer segments with the most immediate potential for New Zealand are:
  – “Performance Golfers”, motivated by their love of golf
  – “Mastery Golfers”, motivated by the opportunities enabled by golf

• To activate Golf tourism:
  – Clearly define and communicate our competitive experience promise: Golf & travel
  – Strengthen alliances with clubs and travel specialists within clubs, and business associations
  – Identify and nurture consistent strategic relationships with key influencers

• Tell our New Zealand stories
  – Why famous quality, renowned
  – What makes our courses unique/different
  – What experiences can be had here

• Build the “drama” of New Zealand golf and travel experiences
  – Imagery is critical
  – Itineraries that suggest dramatic experiences
  – Suggest photogenic potential for sharing/recording experiences on social media

• Ensure social opportunities
  – Especially for business
  – Immediately after play
  – Private facilities to allow them to get noisy
EXECUTIVE SUMMARY

• Develop Chinese language information
  – Digital platforms, QR codes and app access
  – Course play guidelines
  – Safety
  – NZ protocols

• Build & Use GPS & technology
  – Course map – play and direction
  – Apps, course tips and score recording
  – Enables play without a caddy (cheaper and more independent)

• Events and tournaments
  – Sponsor in China to build awareness and interest
  – Establish in NZ to provide a focus for play now
  – Build around existing NZ events

• Consider the needs of travel companions
  – Spouses/families
  – Fellow golfers
RESEARCH PROCESS

1. Concept development
Ensure clear and differentiated propositions
- Desk based analysis of existing golf product
- Discussion with key industry partners to understand options for potential product
- 5 Key informant interviews with NZ-based golf resorts and tour product providers, to further develop concepts, products and positioning propositions
  - Face-to-face and or phone (if outside Auckland)
- 10x Chinese famil participants
- Design concepts to be included in research

2. In-market qualitative research
Understand in-depth traveller needs, perceptions and decision making, the competitive proposition and targeting
Understand what proposition is most relevant and how this is best activated and enabled
- 5 key informant interviews with golf trip influencers/organizers in China
- 4x Group sessions with golf club members
- 2x Consumer groups – Active considerers; golf players
- All held in Guangzhou – April 2015

All were actively considering travel to New Zealand or have travelled in last 18 month to NZ.
All play golf, all travelled overseas at least twice in last 12 month.
Mix of ages – 30-50 years, 50 years and over.
CHINA GOLF

The context
Currently Golf is an elite and exclusive activity in China. It is a positively enriching experience; socially and experientially.

<table>
<thead>
<tr>
<th>NEW</th>
<th>EXCLUSIVE</th>
<th>ELITE</th>
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<tbody>
<tr>
<td>Golf is a new sport in China &lt; 12 years old</td>
<td>NZ$100k + Membership $120 per round</td>
<td>精英 Jing Ying</td>
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<thead>
<tr>
<th>EXPANSIVE</th>
<th>BEAUTIFUL SANCTUARY</th>
<th>ABUNDANT</th>
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<tbody>
<tr>
<td>Open, not crowded</td>
<td>Manicured, calm, cared for</td>
<td>丰 富 Féng Fù</td>
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<tr>
<th>FOREIGN ETIQUETTE &amp; PROTOCOL</th>
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Socially Aspirational

Non taxing sport

Physical but achievable

“**A life less ordinary**”

- Golf tourism is an extension of this experience internationally. Chinese golfers are currently looking for an exclusive and expansive, abundant experience.
## Golf in China

### EXCLUSIVE

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“A life less ordinary”

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<tr>
<th>Foreign Etiquette &amp; Protocol</th>
<th>Socially Aspirational</th>
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### 2 Key channels to play golf in China

#### Golf Course Clubs
- Elite
- Expensive to join & play
- Very close link to business clubs & associations
- Takes time to get there
- Closed – by invitation or membership only
- Composed but not dramatic courses
- Strong support – caddies, classes, coaching
- Extensive club facilities for socialising

#### Driving Range Clubs
- Relatively accessible – location & cost
- Role: to learn, practice, socialise
- Composed & professional atmosphere
- Some players have never played on a course – This is their golf
- Course club day once a month – A course based tournament for range members

➢ Access is limited and currently is the largely preserve of the rich and connected
The current Chinese golfer leads a privileged life. They are:

• Wealthy, time rich, well connected socially
• Very well travelled, sophisticated experienced travelers
• Travelling internationally many times a year – often having multiple golf trips abroad
• Their lives are interesting and they are constantly seeking stimulation and different and new experiences – because they can. They are looking for dramatic experiences – to extend themselves and provide enriching stories to share
• They are savvy and may, or may not require 5 star accommodation
• Building business relationships and networks is a key focus for many

"A life less ordinary"
GOLF + TRAVEL

International golf experiences are all engaging. They combine golf, social and tourist experiences.

Live like the Raj
“stay in a palace and visit the ancient temples”

Discover the ancient civilisation of Egypt
“stay in the desert and experience past civilisations”

Be a cold war Russian hero
“we are going to drive a tank and shoot rockets”

Experience the history of Europe
“Live the way they did in the past”

DRAMA
Transformative unique experiences

Big
Bold
Unique
Experiential
“3D involvement and immersion”

➢ New Zealand MUST deliver a sense of drama to be relevant to the elite Chinese golfer
GOLF EXPERIENCES

EASE & ACCESSIBILITY

- South East Asia
  - Proximity "like driving to a course in China"
  - 1.5-2 hour flight
  - Cheap
  - Entertainment “Girls + Gambling”
  - Manicured courses – including fairways
  - Well serviced – carts, on course drinks, snacks
  - Easy – don’t need to think, just play and socialise

- North America
  - Variety and range of options
  - Reputation PGA courses
  - Works with business and building up business opportunities

- Scotland / Europe
  - Heritage and history
  - Seasonal, unique experiences
  - Challenging golf experiences
  - High quality courses

- Russia / India
  - Exotic experiences and stories
  - Combining golf with other memorable and (safely) challenging social/travel activities
  - Experiencing a different way of life

BUSINESS OPPORTUNITIES

- Can be terribly hot
- Not unique
- Mainly beach locations
- Can be rushed
- Can be rough and ready on cheap courses
- World class courses
- Accessible, less pressured

RANGE OF EXPERIENCES

- New Zealand benefit
  - Natural dramatic intensity - UNIQUE
  - Pleasant play year round
  - Diversity of experience

- Scotland / Europe
  - Enormous variety in play
  - NZ Golf heritage
  - Range of course style & access
  - Year round play

- Russia / India
  - New & different place to play
  - Unique natural drama and zero distance Emerson – (get involved in play and unique nature experiences)

HERITAGE & TRADITION

- All similar course style – limited variation in experience
- Weather dependent
- Seasonal unpredictability
- Access can be difficult

TRAVEL DRAMA

- Variable course quality

FORWARD
GOLF EXPERIENCES

Australia

- Mostly coastal
- Aware through friends of accessibility of course play
- High end course offer, dinner prepared by chefs after play.

NEW ZEALAND

- NZ is world class and accessible to play
- Pleasant play year round
- Diversity of experience – within a short distance
- Accessible: public experiences and exclusive experiences

- Very difficult to get access to play on the best courses
- Can be hot
- Less diversity than NZ
- Can be windy
- Distances between different experiences and courses
THE NEW ZEALAND GOLF PROPOSITION
DESTINATION NEW ZEALAND: HOW ARE WE BUILDING INTEREST TO ACTIVATION CURRENTLY?

New Zealand
100% Pure

New Zealand is associated with beautiful environments

Risks being too passive to generate a passionate desire to come for the elite traveller who wants dramatic & memorable golf & travel experiences

Will it be boring? What else is there to experience?

New Zealand has some association with golf (Lydia Ko)

BUT

It is not ‘top of mind’

Why – what is available & special about the Golf experience in NZ
AND THE NEW ZEALAND GOLF IS SPECTACULAR

Feel it, see it, touch it, do it, play it, share it

The drama of the world’s best in the world’s most dramatic natural landscapes
Multi layered- unique, new and different experiences
Involving – the ease in which to experience many different things
Stories & experiences – the more stories they have the more sharing they do
NZ GOLF DEVELOPMENT: PROPOSITION

PROPOSITION

→ Build an aligned NZ Golf story around **dramatic intensity**: Experience and indulge in the intensity of the untouched.
  - Contrast & diversity: Mountain courses with the contrasting snow background, geothermal, coastal, contextualising the course within the environment and local experience

→ Continue to **build reputation**
  - Tell stories and continue to build relevance of NZ golf: Courses within the world top 100, Course designers & architects, Building architects and designers, Unique challenges & unusual experiences, PGA tournaments, players, coaches

→ Build imagery, photographs and experiences that reflect this proposition delivering overall more drama and intensity:
  - Focus on high intensity tee shots and close up action play shots
  - Utilise dramatic lighting
  - Build natural contrast, close up and distance elements
  - Include unique experiences – animals, geothermal, mountains
  - Photogenic potential for sharing/recording on social media

→ Include **references to premium and elite experiences**
  - Indulgence and premium where possible: Helicopters, Art/Sculpture
  - PGA and World Class Golf, coaches, players, manicured greens.

→ **Clarify accessibility & Ease**
  - Clarify accessibility of courses – Public availability & how to access premium courses
  - Very easy to get to all the courses in New Zealand and can be in a tropical northland course in the morning and a southern mountain course in the afternoon
  - Very easy to get from accommodation to a number of local courses – within minutes and domestic flights very quick and not waiting
  - World class and accessible

→ **Build a sense of zero distance emersion.**
  - People, friends in the shots enjoying the experience together
  - Close up of the shots, challenges.

→ **Include a sense of socialisation.**
  - People together playing and sharing after golf.
DRAMATIC INTENSITY: A GOLF PLUS TRAVEL HOLIDAY

Experience and indulge in the intensity of the untouched

Raw – but refined
Built on naturally contoured land
– with shovels not bulldozers
New – one of the first
Accessible
Dramatic
Among the best in the world

Learning to fly
Raise a Sail - Sailing
Sky diving (self/tandem)
Hunting
Helicopter
Day- hike
Ski

Attend a golf tournament
PGA instruction

Premium wine
Island hop on a yacht
Walk on ice – Glacier walk/ Ice cave
Indulge in a thermal spa
Glacier milk lakes
Drive a campervan
Sleep under the stars

DRAMATIC IMAGERY
Lighting
Perspective
Contrast
CHINA GOLF
The segments
→ Current golf travelers from China fall into two broad segments. Both are elite, heavily involved with Golf in China and travelling and playing Golf internationally frequently.
Golf in China: Target Groups

**Future**

- **Mastery Golfer**
  - For the love of golf
  - Golf experience focus

- **Performance Golfer**
  - For what golf enables
  - Business social networking

- **Development Golfer**
  - Have a go
  - Travel plus golf
  - Learn to play
  - Wanting to learn to play, aspiring to be able to accept business golf invitations or enjoy the game.
  - Cheaper than in China
  - Low social risk than learning in China

**Elite**

- Jing Ying

**China Now**

**China Future Emergent**
Golf in China: Target Groups - Future

**Mastery Golfer**
- For the love of golf
- Golf orientated travel

The elite mastery and performance golfer is currently the easiest to activate. They are currently travelling for Golf, actively looking for new & different golf and travel experiences and connected to golf travel specialists (through clubs & agents).

**Performance Golfer**
- For what golf enables

**Development Golfer**
- Have a go
- Travel plus golf
- Learn to play

The development golf opportunity is highly targeted (learning academy), or is incidental (Give it a Go). The incidental experience could be difficult to activate at this time pre travel. It is a tourism product and option once in New Zealand. There is very limited knowledge that this could be possible currently.

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**CHINA NOW**
- ELITE
- Jing Ying

**CHINA FUTURE EMERGENT**

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FORWARD
DELIVERING TO THE SEGMENTS

1. Mastery Golfer
   For the love of golf
   Personal challenges

2. Performance Golfer
   For what golf enables
   Prestige and status

3. Development Golfer
   For entertainment
   Curiosity
DELIVERING TO THE SEGMENTS

1. Mastery Golfer
   For the love of golf
   Personal challenges
MASTERY PERSONAL CHALLENGES
IN A SOCIAL CONTEXT
WHO THEY ARE
Successful wealthy and connected
Committed golf players – time rich
A sophisticated worldly confident traveller.
Seek premium experiences
Travel in groups 2-12 people –
Travelling with: Close colleagues/family/friends
Medium trip duration – 7-14 days
Age: 40+

THE ROLE OF GOLF
Love golf for the golf play experience. It is positively challenging, mentally and physically. Improvement and honing skills is important. Socialising and food are important but secondary

APPROACH TO TRAVEL GOLF PLAY
To build golf skills and have new and (safely)challenging/dramatic, unique life experiences
Want to improve, challenge themselves, participate in tournaments, enjoy the focus and physicality of Golf
They want to play full rounds and maximize time on the course, especially on holiday. They will play 18 holes
Protocol and rules are important. They want to understand them and follow the social expectations on the course
They do not want to take time out during the day for long lunches and food. They are happy to eat on the go or have a quick break/ snacks during play. A big lunch would be a distraction from golf
Challenges are important – to test yourself. Participating and potentially winning tournaments is attractive

NZ GOLF
A choice of diverse spectacular inspiring challenging uniquely New Zealand golf courses that are easily accessible

NZ TRAVEL
Personal abundant and enriching travel experiences that indulge the senses with a dramatic way and expands their horizons

SATISFYING INTERNATIONAL GOLF
Challenging
Golf focused
Full rounds
Variety of courses – from premium elite to local experience
Tournaments – for the golf

FORWARD
NZ Golf perceptions currently

Overall

• Limited real knowledge of golf in NZ – especially about the quality of the New Zealand golf experience and courses

• Some awareness of top New Zealand golf players eg Lydia Ko

• Most favorable are those with contacts and friends who have been or have a link with New Zealand – of if there is a personal direct connection – someone who can outline the experience and potential itinerary, and why this is unique, different, exciting and will be fun.

Barriers

• Uncertainty about the golf and travel experience – nice but perhaps a bit boring

• Not top of mind

Latent drivers

• Highlight real diversity – with ease; including top 100 courses and where famous golfers have played, course and building architecture, sculpture. Stories to build experience promise and unique experiences

• Deliver clear experience promises – Golf and travel itineraries with compelling reasons why (world class, unique, diverse, challenging) Knowledge

• Playing in dramatic natural environments, being immersed and experiencing the unexpected and unique (animals, geothermal, mountain, lake)

• Personalised travel experiences with challenge and (safe, easy)drama

• Opportunity to improve your game – experience on many different styles of course easily
Opportunity
A core current segment in market
Potentially very strong growth potential
Willing to play across course style, seasons and regions

Core to utilising NZ golf facilities and resources throughout New Zealand, building seasonal and regional visitation

New Zealand
Experience and indulge in the intensity of the untouched Zero distance immersion

NZ Golf
Spectacular inspiring golf
Top and Unique and unusual courses & challenges with variety
Immersed in the unique natural drama of New Zealand

NZ Travel
ENRICHMENT
Personal abundant and enriching travel experiences that indulge the senses in a dramatic way and expands their horizons.

Focus
Golf holiday with broader range of personalised travel experiences
Great golf and travel experiences with associates, friends & family is key
NZ promotion opportunity
- ‘Friendly’ Golf in NZ tournaments/events - to act as a trigger to activate a trip
- Linking golf and experiences; New Zealand premium wine, seafood, showcase as a china club tournament promotion
- Develop concepts around seasonal experiences. NZ is good any time – autumn, spring, summer and regional themed experiences (Southern mountain and lake, Northern food bowl & Volcanic plateau).
- Build a story around the diversity of courses and access to unique regional challenges – all within a short distance
- Building social media sharing – photo imagery

Promotional channels
What
- **China golf range and driving clubs primarily** – Through strong consistent in club NZ presence over time
  - Relationships with key influencers/travel organisers within the clubs
  - Provide promotional material, Proposition statements, imagery, itineraries and experiences, events, golf experiences (watch NZ open and play)
  - Develop sponsorships and associated promotion of wine and food
  - Work with the club social media programme
- **Specialist golf tourism operators**
  - Developing product/itineraries to offer the clubs and players independently

Why
- They are heavily involved here and receptive to messaging – personal relationship selling is relevant and builds confidence
- Specific offers including potential experiences will engage more than a general destination concept – there are many options

Products/courses most relevant
A range – from top 100 to unique regional
Play and compete

Development opportunity
- Skills and experience building golf tours
**ACTIVATION in market**

- Utilise Chinese Golf club social media channels – run competitions, product giveaways etc associated with golf events.
- Sponsor local Golf tournaments with integrated promotions of New Zealand products and experiences.
- Send NZ PGA coaches to China for visiting training exchange.
- Promote Golf tournaments in NZ – NZ open spectator and play Golf packages, weekend stay and play tournaments.
- Link Golf TV channel to key golf websites in NZ to activate planning process.
- Provide NZ Golf content to Golf TV channels.

**DEVELOPMENT in New Zealand**

- Develop and bundle cluster trails/itineraries with golf app for NZ – North & South Islands.
- **Educate pre trip** on biosecurity requirements at the border re clubs ad shoes.
- **Develop Chinese language QR code:** Itineraries regionally, course information – safety, protocol, availability, booking, guidance on course, distance in feet, availability of carts.
- **Clear communication of the NZ golf opportunity – top 100**, challenges, variety, unique environments.
- **Golf course and golfing websites** – up to date and information with online booking system – available in Chinese language.
- **Emphasis of Golf quality and diversity with ease of access and unique challenges.**
- **Options for local off-site activities** and tailored experiences – that are dramatic and special.
- **Develop regional local course network with information on access and unique experiences. Manage expectations – low level facilities but unique golf experiences and challenges.**
### MASTERY EXPERIENCE GOLF SEGMENT: SPECIFIC GOLF EXPERIENCE DELIVERY

#### NZ GOLF
A choice of diverse spectacular inspiring challenging uniquely New Zealand golf courses that are easily accessible

#### NZ TRAVEL
Personal abundant and enriching travel experiences that indulge the senses with a dramatic way and expands their horizons

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<tr>
<th>GOLF NEEDS</th>
<th>SOCIAL NEEDS</th>
<th>COURSE STYLE NEEDS</th>
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<tbody>
<tr>
<td><strong>Welcome</strong> – good directional signage; welcome pack highlighting golf play &amp; points of interest on course</td>
<td><strong>To play golf with friends and enjoy the challenge together</strong></td>
<td>Range – from Marquee to community – delivering experiences, challenges and variety. Willing to mix it up but needs a story and reason</td>
</tr>
<tr>
<td><strong>Equipment</strong> – tends to bring own clubs, availability of shoes and clubs for hire, towels, flasks (hot water)</td>
<td><strong>May travel with friends and family who are not playing – so activities and itinerary for them is attractive</strong></td>
<td>Manage expectations so they know what to expect</td>
</tr>
<tr>
<td><strong>Course</strong> – unique diversity of topography, spectacular surroundings, location of scenic photo opportunity clearly marked</td>
<td><strong>Do want to socialise and share after play – but not so important to have facilities on course</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Amenities</strong> – clubhouse with hot and cold food, bathroom facilities, snacks to purchase – hot and cold, healthy options – glass of milk. Does not need to be high end club facility</td>
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</tr>
<tr>
<td><strong>Times</strong> – clear open/close times, times not open to visitors/non-members, seasonal or all year round</td>
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<tr>
<td><strong>Assistance</strong> – good signage, wayfinding &amp; enablement to quickly familiarise and orient themselves to the course; if unattended – short video, signage pamphlets in Chinese is ideal. Will use digital information if available. A concierge to explain the course and challenges, play tips and highlights a bonus</td>
<td></td>
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</tr>
<tr>
<td><strong>Language</strong> – option on website for Chinese language; map of golf play, health and safety &amp; hazards in Chinese, special stories of golf course</td>
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TRAVEL STYLE

Travel focus: Golf is the main experience focus - with other travel experiences to supplement the experience. Other options for non playing friends and family if they are a part of the group

Will design the trip around courses and golf experiences - nationally & regionally

They are looking for a variety of experience and course levels and may be happy to achieve this within one or two regions if the diversity of opportunity is made clear and the ease of this apparent

Are open to multi seasonal golf play – especially if it is a good golf experience and delivers something different

Will pay for premium and tailored experiences – but do not require 5 star accommodation for all the trip

Golf and experiences are the focus – with good food

TRAVEL NEEDS IN NZ

Experience: Unique self determining travel, more adventurous personally engaging, NZ iconic experiences, will go off beaten track for that rewarding exclusive experience

Transport: Self drive – car, campervan

Typical Activities: Personalised and exclusive – Heli-Skiving, Sky-diving, Yachting, fishing

General – Farmers Markets, Glacial walks, Jet boating, Ice-Cave

Accommodation: will use a variety, seek NZ unique accommodation – prefers to stay away from 5 Star, and very interested in architecturally designed boutique hotels/lodges in unique locations with scenic outlooks, family accommodation – 3 star motels, self-catering, campervan outdoor experience

Food: Greater mix of New Zealand and Asian fusion outside of accommodation

Seafood high appeal

Self-catering – DIY food box in motels with easy recipe

Fruits stalls, farmers markets, supermarkets

NZ GOLF

A choice of diverse spectacular inspiring challenging uniquely New Zealand golf courses that are easily accessible

NZ TRAVEL

Personal abundant and enriching travel experiences that indulge the senses with a dramatic way and expands their horizons

FORWARD
DELIVERING TO THE SEGMENTS

2. Performance Golfer
For what golf enables
Prestige and status
PERFORMANCE PRESTIGE & STATUS

‘A Life Less Ordinary’

Informal leisure

Serendipity on a wine tour

Wall of Fame – highly visual, personally signed by the Golfing Greats

Formalities

For what golf enables
For what golf enables

PERFORMANCE UNIQUE EXPERIENCE
WHO THEY ARE
Highly successful in business or aspiring to be. Substantial discretionary time. Place huge emphasis on building business networks and friends in this way. Socialising is central.

Extremely influential
Males typically 40 years+
Travelling with: Business colleagues/friends – but may also travel with family (Partners) due to long haul travel
- Non player activities important, so need assurance of engaging activity options
Strong active links to business clubs and organisations e.g. Commerce Associations, Lions, Rotary, Car Clubs – BMW, Regional Golf Associations – Guangzhou

A sophisticated worldly confident traveller. Wealthy/ extremely wealthy
Seek premium experiences that are unique, dramatic, engaging, note-worthy, often characterised as being on their ‘bucket list’
May extend stay switching to FIT mode of travel
Travel in groups Group travel (6-30 people) Adult friends & colleagues
Short to Medium trip duration 5 – 7 days then may extend

THE ROLE OF GOLF
Context for socialising and building connections and business friendships. Want to build Chinese connections and potentially NZ connections. Prestigious activity and lifestyle. Attracted to the noteworthy and famous. Competence and performance success important – being able to share, tell stories, celebrate. Want value but will pay for premium experiences.

They like personal challenges

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NZ TRAVEL
Personal abundant and enriching travel experiences that indulge the senses with a dramatic way and expands their horizons

APPROACH TO GOLF PLAY
Want to play – and need to feel they are having a personal challenge. May not finish a full round if the weather is not good or it is too tiring.
Want to have the stories – the challenging hole, a good photo spot, where a famous person played…..
Want to play on the best courses – but not always on courses that are too hard
Friendly tournaments and creating challenges with awards to celebrate at the end of play
After golf socializing is important – Ideally on the golf course facility or close by. They do not want the mood to diminish with a gap between play and socializing. Socialising will often getting loud and with alcohol. Private space to do this without impacting other is ideal

SATISFYING INTERNATIONAL GOLF

Famous and renowned
Personally challenging
Opportunities for socializing and networking
Not necessarily full rounds
Premium top world quality courses (not too difficult)
Friendly tournaments – with awards and prizes – bragging rights
Overall

- Limited real knowledge – especially about the quality of the New Zealand golf experience and what travel experiences would be attractive.

- Most favorable are those with contacts and friends who have been or have a link with New Zealand – or if there is a personal direct connection – someone who can outline the experience and potential itinerary, and why this is unique, different, exciting and will be fun.

Barriers

- Uncertainty about the golf and travel experience – nice but perhaps a bit boring

- Not top of mind

Latent drivers

- The exclusive quality of the New Zealand golf experience, courses, facilities, accommodation

- Playing in dramatic natural environments, being immersed and experiencing the unexpected and unique (animals, geothermal, mountain, lake)

- Personalised exclusive opportunities to experience an original landscape and environment & experiences with challenge and (safe, easy) drama

- Business, social networking opportunities
PERFORMANCE NETWORKING GOLF SEGMENT

Opportunity
A core current segment in market
Only interested in the best – courses, experiences, service

- Limited number of New Zealand courses will meet their need for reputation and ‘red carpet’ treatment
- Very valuable as they will spend for great and exclusive experiences – in golf, travel and goods like wine
- Future golf resort style development tailored to this segment

New Zealand
Experience and indulge in the intensity of the untouched Zero distance immersion

NZ Golf
Premium hospitality in world class & renown New Zealand Golf courses & their spectacular environments

NZ Travel
EXCLUSIVITY
Premium hospitality everyone enjoys to build and extend business friendships, cultural exchange and unity

Focus
Golf holiday and some premium leisure travel experiences
Social (business) networking and group enjoyment is key

FORWARD
NZ promotion opportunity
- ‘Friendly’ Golf in NZ tournaments - to act as a trigger to activate a trip
- Highlight world class top 100 & PGA
- Linking golf and experiences; New Zealand premium wine, seafood, showcase as a china club tournament promotion
- Develop concepts around the drama of the environment and accompanying experiences
- Link to local Chinese businesses and business clubs

Promotional channels
- Business associations linked to golf clubs
- China golf range and driving clubs primarily – Through strong consistent in club NZ presence over time

Products/courses most relevant
- Premium experiences with socialising opportunities, friendly tournaments, after game functions, private facilities, New Zealand premium food – seafood especially

Development opportunity
- On course facilities that are more resort orientated, dining, private areas, orientated around socialising
- Private space for socialising in premium lodges
- Famous architecture in facility development – contemporary – not ‘American farmhouse’ style like many of the current premium lodges in NZ
**ACTIVATION – in market**

- Build relationships and presence with premium golf clubs in China and their associated business organisations
- Sponsor golf tournaments in China, sponsor Golf events showcasing NZ food, wine hospitality
- Promote NZ Golf open and international players attending
- Co-promote with complementary NZ tourism events e.g. NZ regional wine weeks – like Otago wines,
- Engage with targeted Golf Club social media platforms, share their achievements, promote golf + travel itineraries, run competitions

**DEVELOPMENT**

- Present golf courses entrances and club facilities to international standards - refined excellence
- Provide premium resort style on course experiences as a future development opportunity – Accommodation, restaurants
- Foster and develop sector relationships with NZ trade and government sectors for international event and tournament opportunities
- Reception areas with hall of fame, international links and highlighting the stature of the course
- Bring NZ culture onto Golf courses – architecture, sculptures, cultural shows
- Chinese speaking concierge staff available
- Premium High status Activities & NZ Golf travel
- Provide itineraries for non players and examples of experiences
  - Café – Relaxing areas to eat and drink
  - Walking trails
  - Free WIFI in clubhouse
**GOLF NEEDS**

**Welcome** – Golf concierge introduces and welcomes to golf club; special event glass, signage, tournament hoardings visible. Even if small group acknowledgement in some way is appreciated. Flags if an event or special occasion.

Equipment – quality branded clubs, golf shoes, lockers, hot water flasks, carts with GPS, GPS watches; suggested clothing for weather conditions on website.

**Course** – world class standards; variety of iconic NZ Golf courses – spectacular scenery; famous challenging holes; location of scenic photo opportunities marked out. **Introduction** to the unique challenges on the course and commentary of points of interest – trickiest hole, Top 3 specific scenic photo opportunities, history, famous players, protocol and safety etc. is ideal. Can be personal, video and/or Chinese translated pamphlet.

**Amenities** – integrated sport and recreation resort facilities ideally – more of an outward international focus; accommodation, food & beverage, pro-shop, meeting, spa & wellness and leisure activities on-site and in close proximity off-site.

**Times** – available to fit with travel schedule of group, early morning or late afternoon.

**Access** – open access, no time limits on players, no pressure, online bookings.

**Assistance** – Golf concierge, caddies on hand or at least on request, Chinese concierge may assist during Golf play, transfer to Golf course options.

**Language** – Chinese website translation, Chinese speaking concierge, Chinese Golf course map and play description in Chinese.

**SOCIAL NEEDS**

A key focus – Time place and flexibility to socialise – talk, challenge each other, have and celebrate success (small awards)

Evening entertainment can get loud. Need the freedom to do this

**COURSE STYLE**

The best, top quality, well maintained, courses of excellence. International quality - The elite courses only
TRAVEL STYLE

Travel needs: To socialise and have dramatic and note worthy travel experiences around golf play and a golf focused travel. That the group is happy is important – If one person does not like it then the group will change their plans and cut an activity short. Premium transport and accommodation is preferred.

Travel focus: Golf is the focus for planning the itinerary - with other travel experiences around this.

Other options for non playing partners if they are a part of the group

Will design the trip around noteworthy courses experiences— nationally & regionally

They are looking for reputation

Are open to multi seasonal golf play – If it is pleasant and easy. They do not like wind and extreme weather. They are not in any way restricted to the Chinese holiday season

Will pay for premium and tailored experiences Golf, socialising and experiences are the focus – with good food

TRAVEL NEEDS

Experience: exclusive well planned & co-ordinated iconic NZ experiences; evening entertainment, cultural shows, casino, special award ceremony at dinner or on course; focus on socialising, not sightseeing

Transport: bus, private, domestic flights, helicopter

Typical Activities: Wine tasting, yachting, fishing, hunting, lake excursion, eating, casino, ice-cave

Accommodation: international brand hotel; both twin double beds “king size options”; NZ iconic luxury lodge experiences

Some of the current luxury lodges are not perceived as premium architecture and interior design. The overall design is seen as too American and not unique

Food: Chinese/Asian mainly, banquets, private room dining

Showcase freshest NZ cuisine – seafood, e.g. Local Blue cod, Crayfish, Oysters, Mussels, soft shell crab, Scallops, Abalone, Salmon; premium lean cuts lamb and venison, pheasant
Price value and deals

This segment will pay for quality experiences. They would rather pay more for a better, more convenient and time efficient experience, given the choice. They hate doubling up – e.g. a bus ride two ways when they could bus one way and boat return – or boat and helicopter.

They hate doubling up – e.g. a bus ride two ways when they could bus one way and boat return – or boat and helicopter.

They talk deals and price – and do like to feel that they are winning and get a good deal – or acknowledgement for their patronage.

They are very aware of the international Golf experience market and costs and want to feel they are getting value – sometimes this means paying a lot. They can compare the cost of Augusta (with it’s famous reputation and history) and Kauri Cliffs.

- You need to provide the evidence to charge a premium – stories, exclusivity, rarity.
- No surprises with hidden or added costs – e.g. Wifi. These must be built in.

They will go to a vineyard, buy 10 cases of the most special and expensive wine. They need to be able to try it, have a story to tell about it and get a discount for buying the volume.

Often they currently encounter sales people saying it is not on the tasting menu.

If they go to 6 regional courses – there is a discount card.
PERFORMANCE DEVELOPMENT NEEDS
PREMIUM EXPERIENCE

→ Add indulgence, eliteness and participation to imagery and experience

- Helicopters to a Golf Course
- Ceremony & Anticipation – Personal welcome, flags for events
- Unexpected natural experiences highlighted – e.g. deer on the course, Wekas, sheep, boil your own eggs on a golf course.
- Unique stories and special challenges ahead for the golfer on specific golf courses. E.g “You’ll be excused if you forget your golf when you get to the top of Robb’s Knob and admire the view - it’s stunning.”
DELIVERING TO THE SEGMENTS

3. Development Golfer
   For entertainment
   Curiosity
Golf in China is such a young sport that this is currently an emergent opportunity – to be monitored for the future.

Golf is aspirational for many Chinese travelers, but they do not currently have a connection with golf, do not understand how to play, protocol involved and see it as a sport that is largely closed to those who do not belong to a club.

This may change in the future.

**Barriers**

Don’t understand that New Zealand has public access courses.

Don’t understand ‘how to’ - protocol, rules and procedures, where to go, what to do.

Limited English language – to understand how to navigate the opportunity.

**Opportunity**

Develop a strategy to communicate clearly in China and in New Zealand public course availability (without member invitation):

- Consider an open to all symbol. Consider a Learn to Play Golf sign. Use outside courses, in promotional material.

- Develop Chinese language protocol information, ensure visually clear wayfinding signage (symbols not just words).

- Consider developing online/digital Chinese language information and course descriptions.

- Promote as a tourism activity to build local course usage regionally through a regional network.
Looking for an opportunity to complete a short Golf learn-to-play course in an academy setting – Golf focused course with other supplementary experiences

- Pre planned Golf tuition and academy style programme
- With some travel experiences
- Famous/ recognised golfing credentials

A tourism activity – that is Golf focused. Have a chance to experience Golf in New Zealand.

- Easily accessible (relatively), fun and building a skill with low pressure
- Less social risk and cost than playing in China as a beginner
- Incidental opportunity to have a go at golf or have a casual round once in New Zealand
THE CHINESE DEVELOPMENT GOLF SEGMENT

New Zealand
Experience and indulge in the intensity of the untouched Zero distance immersion

Development Golfer

Learn to play

NZ Golf
A chance to learn in a place where other great (NZ) players have learnt without pressure

NZ Travel
Freedom to experience & be immersed in the dramatic natural beauty

Have a go

An easy memorable experience of Golf that captures the spirit of New Zealand travel

Focus
Travel holiday with Golf play

→ Consider developing Golf tourism and Golf experience opportunities – casual have a go and learning based

→ Communicate the public access to play – not just by invitation

→ Build awareness of open access on course through tourism channels: brochure, web, i-site

→ Build regional and national course networks + referral “play NZ” opportunities with stories about courses, learn to play packages and clear access and protocol information

→ Consider an alternative game rule option/ ‘Onto the green’; Short positive social experience, photo opportunities, certificates, prizes

→ Pitch the walk and play, see, do opportunity

→ Deliver stories around the course, animals, landscape, interest and photo spots

→ Organise times and access to utilise club and facility down time

→ Provide equipment for play (top of the range not necessary)

→ Provide Chinese language translation – brochure, QR Code with safety protocol and guidelines

FORWARD
THE CHINESE DEVELOPMENT GOLF SEGMENT

WHO THEY ARE
Younger active less experienced golfer
Less premium oriented
Smaller groups – 4-6 people
Travel duration 7 days - 3 weeks
Golf play is more incidental and casual or pre organised if a learn to play programme

COURSE STYLE
Public access course – without pressure and feeling welcome. 9 hole play (For a learn to play programme).
Or where a ‘famous’ person has learnt and played, or a special geographical feature – e.g. geothermal.

GOLF NEEDS
Welcome – good way- finding signage; Open to public, Visitors Welcome, Learn to Play signage/Give it a Go.
Equipment – complete hire package, instruction and practice packages.
Course – not too challenging, unique and scenic.
Amenities – Clubhouse, food & drink – snacks if possible (not essential).
Times – clear communication of times available; will work around club availability.
Access – off-peak discounts, communicated all year round, access options from accommodation to golf course – if possible.
Assistance – minimal if they just want to play unhindered and not under the watchful eyes of others, or may want option of a PGA instructor or equivalent, and may lead to enquiries about, long stay instruction option (Chinese language not necessary always).
Language – Chinese pamphlet outlining map + play plan + protocol + safety; Chinese language for specialist learn to play programme.

NZ GOLF
A fun casual golf experience that is easy, memorable and great value

NZ TRAVEL
Freedom to experience and try new things

TRAVEL NEEDS
Experience: quality, fun, uniquely NZ, immersion
Experiences with no pressure just relaxation. The more serendipitous, the better.
Transport: Self Drive – Car/Campervan
Typical Activities: Helicopter, Sky-diving, wine tasting, thermal pools.
Accommodation: less premium, family and friends, amenities, self catering motels, local hotels 3 star upwards, playground.
Food: European NZ/Asian; casual dining outlets, self catering.
NEW ZEALAND READINESS

by level of interest in the china market
Different levels of industry engagement

Different clubs and organisations will have a different level of interest in developing for the China market, and the timing of their development. There are opportunities at all levels.

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>China Ready</th>
<th>China Activate</th>
<th>China Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>To utilise resources and maximize revenue in low demand periods during the day, week and season</td>
<td>To activate real value from passionate Chinese golfers who will pay for great experiences on a range of our courses</td>
<td>To activate real value from passionate Chinese Golfers and social networkers who will pay for great experiences on our premium courses</td>
<td></td>
</tr>
</tbody>
</table>

**Focus summary**

- **Build awareness that the courses are open to all ‘public’ and Chinese/tourists are welcome**
- **Language** – basic course instruction and protocol/safety in Mandarin
- **Safety** - any issues are in Mandarin print out
- **Minimise disruption to other players** – by timing access after or away from busy times depending on player skill
- **Assess player skill to schedule to minimise disruption**

- **Enable**: Build Chinese language across all touch points - mainly on digital platforms (Golf sector and course focus)
- **Welcome**: Build our welcome to Chinese players
- **Enable the easy integration of travel and golfing experiences** – with ease, drama and memorability
- **Develop our stories** – why, what, where is special, famous, unique
- **Enable social experiences**, and challenges, tournaments, mini competitions
- **Build relationships** with courses and clubs and business associations in China
- **Activate social media** sharing personally and presence in clubs

Provide relevant food, hot water and flasks

- **Build resort style facilities including accommodation & food**
- **Invest in architects, sculpture, premium course design and location**
# DEVELOPMENT ACTIONS

<table>
<thead>
<tr>
<th>Experience focus</th>
<th>China Ready</th>
<th>China Activate</th>
<th>China Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIT travel Holiday – with golf experience</td>
<td>Golf holiday with opportunity for personalised travel experiences</td>
<td>Premium golf experience and leisure travel enabling socializing</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Awareness and connection</th>
<th>Presence on NZ travel sites</th>
<th>Strong network of golf clubs</th>
<th>Well maintained relationships with a broad range of golfing and business sector groups &amp; clubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism information centers</td>
<td>NZ website presence</td>
<td>Golf travel agents</td>
<td>specialist golf experience planners, Golf travel agents (golf courses use them to organise the trip)</td>
</tr>
<tr>
<td>In accommodation</td>
<td>Golf travel agents</td>
<td>Social media – build sharing, Personal and club</td>
<td>Social media – sharing. Personal and club</td>
</tr>
<tr>
<td>Personal social media travel sharing</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Signage and Information</th>
<th>Road front welcome(public access symbol)</th>
<th>Visual icons indicating location of key amenities &amp; services. Identification of hazards and safety considerations (no Chinese language signage) Pamphlets in Chinese if appropriate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image based signage and wayfinding</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Hospitality                              | Clear indication open to visitors and times | Have people present to welcome guests. Video introduction in Chinese or English with Chinese subtitles about the course (on line link) Pamphlets Welcome pack(soap, towel, flask for hot water, golf course plan and and play guide) | The personal approach and welcome. Club president, status. Specific hole by hole course information (how to play the hole, stories, photo opportunities, famous player stories Flags, welcome signage for tournaments |

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**FORWARD**
## DEVELOPMENT ACTIONS

<table>
<thead>
<tr>
<th>China Ready</th>
<th>China Activate</th>
<th>China Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wayfinding</strong></td>
<td>More DIY – self directed but informed</td>
<td>Assisted. Personal golf concierge (mandarin speaker) available on site</td>
</tr>
<tr>
<td>Visual symbols and icons</td>
<td></td>
<td>Golf plan and play – video with fly over</td>
</tr>
<tr>
<td>Golf plan and play – course introduction in Mandarin</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Chinese Language</strong></td>
<td>Course play and protocol in mandarin</td>
<td>Chinese language available at all levels – personalised if required. Especially at the peak holiday season</td>
</tr>
<tr>
<td></td>
<td>Chinese language– web based course information, QR code link to language about the course, protocol, times, services. Online Written course pamphlet</td>
<td>QR code digital translating</td>
</tr>
<tr>
<td><strong>Food + Beverage</strong></td>
<td>Addition of hot dish rice or noodles preferred</td>
<td>Extensive multi level offering. Café, a la carte, restaurant Snack cart on the course – cold water, fruit, steamed buns, sticky rice pack for tournament days</td>
</tr>
<tr>
<td>Hot water</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glass of fresh milk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instant noodles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresh Fruit – with a knife and plate available</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fruit smoothies(optional)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Equipment</strong></td>
<td>Latest brands to buy or hire Golf carts for hire( preferred ) – will walk</td>
<td>Also More technology: golf carts, GPS watches to geo locate on course, ability to customize equipment to NZ conditions (change golf heads) Stylish sophisticated apparel</td>
</tr>
<tr>
<td>Rental clubs, shoes, bag, flasks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balls &amp; tees</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## DEVELOPMENT ACTIONS

<table>
<thead>
<tr>
<th>Coaching and development</th>
<th>China Ready</th>
<th>China Activate</th>
<th>China Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package deal short and simple in English</td>
<td>Customise coaching to individual needs</td>
<td>On demand PGA coaching Chinese language option</td>
<td></td>
</tr>
<tr>
<td>Have a go at the basic shots, the clubs, the swing, protocol PGA or local level coaching</td>
<td>Mandarin option Book in advance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caddying</td>
<td>Not required</td>
<td>Pre book option</td>
<td>Available in Mandarin or GPS watch or enabled golf carts with instruction Call back to reception if problems</td>
</tr>
<tr>
<td>Pricing and packages deals</td>
<td>Package deal – e.g. equipment &amp; coaching Transport and golf play</td>
<td>Give something free(small) e.g. 10% off at club house F&amp;B or pro shop discount Buy in the pro shop and a free tea Discount for multiple rounds</td>
<td>Will pay a premium if the service and experience is there</td>
</tr>
<tr>
<td>Building serendipity</td>
<td>Public availability clearly marked Local wildlife – visual signage Geothermal, wildlife information</td>
<td>Plus: Challenge of getting under par at the most challenging hole Joining a local event or competition</td>
<td>Business and commercial exchanges with NZ / china Cultural exchange with locals</td>
</tr>
<tr>
<td>Story telling</td>
<td>Local stories, local history</td>
<td>Architectural significance, buildings and course and geographical/ play challenges</td>
<td>Famous, significant moments, architects, special holes</td>
</tr>
</tbody>
</table>
- note worthy – architecture players
- Unique experience

**FORWARD**
## DEVELOPMENT ACTIONS

<table>
<thead>
<tr>
<th>China Ready</th>
<th>China Activate</th>
<th>China Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enhancing unique experiences</strong></td>
<td>Opportunity to socialise with locals in club rooms – after the game you are welcome to share a beer</td>
<td>PLUS Well stocked pro shop with service and technology Logo goods Coordinated itinerary with web cam recordings or real time <a href="http://www.magicmemories.com/">http://www.magicmemories.com/</a></td>
</tr>
<tr>
<td><strong>Building networks – regional, national</strong></td>
<td>Linked in to RTO websites Linked to other similar courses as a network or cluster regionally</td>
<td>Links to other golf courses in NZ, wineries, luxury lodges, Wi fi enabled booking Regional and international links to other courses</td>
</tr>
<tr>
<td><strong>Considerations – the needs of the group</strong></td>
<td>Awareness of public course access Basic language information in Chinese – course and protocol</td>
<td>Golf is the focus – they do not want to be distracted by long lunches, breaks in play</td>
</tr>
</tbody>
</table>

**FORWARD**
APPENDIX: OPPORTUNITY FOR DEVELOPMENT
ACTIVATION AND TARGETING THE INFLUENCERS

• Identify and chose the top clubs in China to build and develop personal relationships with
• Establish how many relationships can be supported – and do those well and maintain links closely over time – developing an integrated and continuous approach
• Provide:
  – Video content – NZ courses, activities, experiences
  – Info on Golf courses, coaches, reputation and the drama of the New Zealand experience, building the social, emotional, and experiential promise
  – NZ products to be given as prizes e.g. logoed water bottles, thermos, (no green caps = your partner will have an affair)
  – Take away information on New Zealand – paper pamphlet based course information/region, cluster information, itinerates and experiences, activities
  – Sound bite of the New Zealand proposition: *Experience and indulge in the intensity of the untouched*

• Develop
  – Sponsored tournaments – there as promotion, here as activation

• Build conduit specialists (more than a travel agent)– who are able to build experiences tailored to specific NZ Golf tourism and targeted needs (resolve payment remuneration which is currently not equitable)

• Build travel agent (sellers) who are informed and will advocate for New Zealand
SOCIAL MEDIA AND SHARING

Sharing great experiences is a part of the whole experience for the Chinese golfer and an opportunity for the New Zealand golf sector to build connection and reputation.

Linked to this is a strong interest in photography and taking great images to share.

**WeChat is the primary sharing and messaging app used by the Chinese**
- Encourage sharing – photos, itineraries, experiences
- Provide great photo opportunities (on the course, prize giving) – and make suggestions

**Develop a social media plan**
- Link into Chinese social media site of the key China targeted golf courses. Provide information, updates, news
- Build followers onto local sites/ Club, region, cluster
- Provide something to the club to support the social media – e.g. NZ meat pack with recipes, case of NZ wine – wither hills Queenstown or locally linked course – taste the summer of Otago....
- Give something to give away

<table>
<thead>
<tr>
<th>DIGITAL</th>
<th>Golf options &amp; itineraries/ reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Social media</td>
<td>appealing activities and options for golf nearby</td>
</tr>
<tr>
<td>- Travel sites</td>
<td>Book air ticket and accommodation with travel agent</td>
</tr>
<tr>
<td>WeChat</td>
<td>Sponsored material</td>
</tr>
<tr>
<td>MaFengWu → Self</td>
<td>- Specialist Golf sites</td>
</tr>
<tr>
<td>C-Trip</td>
<td>- Golf tours and packages</td>
</tr>
<tr>
<td>Golf courses websites</td>
<td>- Links to more information</td>
</tr>
<tr>
<td>NZ Tourism sites/ RTO sites</td>
<td></td>
</tr>
<tr>
<td>NZ golf</td>
<td></td>
</tr>
</tbody>
</table>
INDIVIDUAL GOLF CLUB WEBSITES
AN EXAMPLE OF IDEAL CONTENT

Build Basic Tourism features into website
• Location Map – Clearly show region – North Island/South Island ➔ Getting There directions for self drivers/ Airport transfers
• Option of Chinese or English language
• Open to Public – No need to have a member escort them
• Tee Bookings - Ability to book directly online – ask questions

Golf Play - Visualise The Experience
• Photos and option of video course tour is ideal
• Spectacular large photos highlighting the dramatic intensity/ uniqueness of course, using aerial views, fairways, clubrooms, wildlife & fauna
• Clubrooms/facilities showing outlook as well as superb hospitality offering - social and dining occasions

Tell your unique Golf Course Story
Course designer, brief description of type of course, distinguishing characteristics, challenging moments, International Ranking/ Famous Golf Professionals played / Land mark events, Big name tournaments hosted

Give Info at a Glance
• Easy to read banner

<table>
<thead>
<tr>
<th>Designer</th>
<th>Type of course</th>
<th>When established</th>
<th># of holes</th>
<th>PAR</th>
<th>m/yardage</th>
<th>Distance to town</th>
</tr>
</thead>
</table>

On-Site Services
• Licensed - wine and dining type – café, bistro, restaurant
• Opening times, menus with photos

Activities
• for non-players special features of the site e.g. nature walk, fruit trees, croquet, photographers trail, WIFI lounge, trampoline etc.

Instruction & Practice facilities
e.g. Putting, Chipping greens with bunkers/Driving range; ability to book a lesson online with PGA instructor / other

Special Packages
• Stay & Play, - On-site
• Off- Site/ Local area – links to different style of accommodation and distance from Golf course
  – Luxury Lodge
  – 4 Star
  – Self Cater – 3 bedroom / 2 bedroom
  – Special Times – week-day play, early bird/twilight,

Destination
Popular must do Local activities/sights with travel distances, including family activities

FORWARD
Many Chinese do not have strong English – especially older travellers. Those that speak may not read/write English.

The use of translations online/digitally will be extremely helpful.

- Regional/destination golf information online
- Course information and play guides
- Play protocol and considerations
- Food options and visual menus
- Safety and health information

www.straker.co.nz is a simple effective translation service.

QR code that links to a translated Mandarin version is easy and helpful, e.g. menu link.

Chinese language signage is not necessary.

- Developing technology based translations is important at all levels to ease the way.
Architectural reputation can be enough to draw Chinese visitors to an NZ Golf experience. Notable architecture is elite, cultured, able to be a part of the experience and discovery. It delivers to the mind body spirit – which is a part of the overall Golf experience.

There is interest in building architecture:

The designer, reputation, achievement, points of interest.

The story behind design, uniqueness.

New course building:

Any new building project should strongly consider the architectural design reputation and story as a draw card in itself.

Interior architecture and design:

The Chinese are appreciative of sophisticated contemporary design or design that reflects and references the unique nature of New Zealand. They do not value “American” or traditional American style design which is not unique or seen as ‘premium’ (Cape Kidnappers is an example of this).

Course design:

The reputation of the course designer, the special challenges and points of interest are interesting to the Chinese Golfer and increase their sense of involvement and stories they can tell.

Sculpture:

Adds to the experience on course and involvement. It is intriguing and provides great photo opportunities.
VISUALLY DEPICT THE GOLF HOLIDAY EXPERIENCE

Choose the golf experience you want?

- Thermal
- Snow capped
- Glacial
- Seaside
- Cliff-top
- World Top 100

Championship Courses
Marquee Community

And where these are located on the two islands.

Sell the experience – this is tourism!
Needs to highlight the diversity – new challenges

A digitally interactive map – with search options
“Play your best golf, the scenery is complimentary”

And some intrigue to the golf experience.
While the elite Chinese golfer appreciates premium accommodation – they do not always require five star or boutique lodges. They may be happy to have a mix of accommodation styles and quality.

They like to share and be together. This is part of the social experience. Friends may happily share a room. If it is premium accommodation, they will expect 2 “double” beds – not single beds. 

Shared units with a central living space and a number of bedrooms is appealing. 

**All rooms must be of equal quality/size** with none better than the others.

Space to socialise, be together, enjoy food and drink and get noisy without disturbing others is valued. Sometimes boutique lodges can feel too constrained and thus “boring”.

A golf concierge service linked to premium hotels and lodges is valued – introducing the courses, experiences and play guidance.

Chinese language translations (digital, written) is helpful.
When booking a Twin Room no matter if it’s a 3 or 5 Star – they expect DOUBLE size twin beds.

My hands are on the floor!
Beds were only 90 cm wide…that’s not 5 star accommodation”
FOOD

Food is extremely important to the Chinese
  • It is a source of pleasure and enjoyment, but also an opportunity for socialization and sharing. This is particularly important for the Performance Golfer.

Ideally food will be available on course and off course
  • If off course then not too far from the course – so they are able to eat soon after have played Golf – especially when the food on course is not what they enjoy.
  • If they are waiting the social flow is interrupted.

New Zealand options
  • Quality fresh NZ seafood is preferred with lamb and steak as options.

The Mastery Golfer is less concerned about food and do not want the game play to be interrupted by long breaks for food. They are happy with a sandwich if that is the only thing available.
CAFÉ FOOD ON SITE NEED NOT BE COMPLICATED

Relevant easy options for breakfast and lunch can make a world of difference to their experience. Easily satisfy with the availability of a boiled or poached egg, a glass of milk.
MODERN PRO RETAIL

Pro shop retail is important for the Chinese. They are looking for:
- Quality golf equipment at the premium courses – latest branded
- Stylish and contemporary apparel
- Logoed merchandising material
- Trophies and prizes for informal competitions between friends

A **vacuum flask** with hot water for dinking on the course is a standard piece of golf equipment. Ideally these will be available to purchase – or loan on the course.
These images illustrate an in china lesson and summer camp daily timetable. There may be potential opportunities to develop these programs in New Zealand.
Organised tournaments with experience of banquet/celeb chef

• An EXAMPLE OF the level of hospitality that would be appealing—(This would be written in Chinese for them to appreciate they are welcome)

Focused around a friendly Stableford competition over two days and 36 holes of exciting golf (Saturday + Sunday), plus an optional and relaxing practice round (Friday) for those who arrive early.

This promotion is excellent

For chinese golf lovers, playing three days of golf in early Spring at the renowned Kauri Cliffs course may have been enough enticement, but to add to this fabulous package, Group Executive Chef Dale Gartland and his team will cook the ultimate finale dinner as a highlight of the weekend on Saturday 24 October. Our sommelier will be suggesting an optional New Zealand wine pairing matched to Dale’s Menu. Don’t miss what promises to be a spectacular and fun-filled event!

When: Friday, 23 October 2015 - Sunday, 25 October 2015

Event Tariff is NZ$800.00 + GST per person per night for double occupancy*

The two night package includes luxury suite accommodation, entry in the

Kauri Cliffs Spring Tournament and attendance at the five course dinner by Dale Gartland and the Kauri Cliffs chefs on Saturday evening. Also included in the package is daily pre dinner drinks and canapés, gourmet dinner, full breakfast and the complimentary practice round on Friday for interested guests.

* Minimum two night stay required for tournament entry.
GOLF IN CHINA

Extensive manicured courses – with extensive ‘resort’ facilities

Mission Hills – World’s Largest Golf course – China’s most prestigious

But
Often need to drive 1.5 hours one way.
Expensive memberships 100K+
While they play outdoors, air is polluted
Crowded

The China Offer
MANICURED COURSES + LUXURY FACILITIES
APPENDIX
Research design
来新西兰亲自体验高尔夫

1. 全球百佳高尔夫球场
   位于全球最天然的环境中

2. 来全球百佳高尔夫球场挑战自我
   球场位于雪山、湖水、地热区、海岸与悬崖等众多自然环境中

3. 新西兰的高尔夫球文化
   在新西兰，平均每1万人就有超过一个球场可享受
   到处都有多种选择和机会

4. 来参与百分百纯净的独特新西兰高尔夫体验
   从原始的山峰球场到海岸球场皆能
   零距离溶入大自然的怀抱中

5. 来新西兰独自享受轻松高尔夫
   轻松享受人生
   无需球童，甩开包袱，不赶时间，每个人都能来打球

6. 新西兰的四季高尔夫
   享受四季不同景色
   这里的温带气候让您能随时畅打高球
   体验北岛至南岛的不同风光

7. 来新西兰尝试高尔夫
   新西兰的高尔夫文化让水平不同的玩家都有球场可发挥
   从全球百佳球场到初学者球场
   来找出球的最佳甜蜜点吧
RESEARCH OBJECTIVES

The context
• Understanding golfing needs, aspirations, attitudes and perceptions
  • Why are they playing golf? What emotional, social and experiential benefits do they derive from this in the Chinese context?
  • Who do they play with? What are the relationships between players? What benefits do they gain from the social side of this activity?

Different needs and value drivers
• Explore range of golfing segments types (e.g. competitive golfer, luxury golfer, golf buddies, escapist golfer)
  • What are the key implications of these for golf destinations? Which are the optimal segments for NZ given its inherent strengths/weaknesses? What will move the target segments from ‘NZ-is-desirable’ to activation/booking

Golf tourism
• Why do they choose golf focused travel experiences
• What experiences have they had of golf tourism? What are the emotional and experiential benefits of this tourism experience – compared with playing golf at home and versus non-golf trips abroad?
• How are golf tourism experiences different to golf experiences at home?
• What is an ideal golfing experience? (e.g. social image, formality, course reputation, social experience) - at home and abroad?
• What makes a golf course/destination desirable (e.g. challenge, beauty, reputation, celebrity associations, freedom, flexibility) - at home and abroad – role of course attributes themselves and nearby attractions/activities (e.g. near large cities, near high-interest activities like fishing
• Understand the consideration and decision making process, how does a destination get “on the list”
• What and who influences this and what drives commitment
• Identify important decision influences e.g. friends, colleagues, bosses, golf experts, club personnel, social media, celebrities.
• What is the impact of Lydia Ko’s rise and how could this benefit perceptions of New Zealand as a golf destination?
• Identify complimentary products that are attractive to golfing visitors e.g. style of accommodation, travel mode, food, wine, fishing, family time, business/investment projects.
RESEARCH OBJECTIVES CONTINUED

Understand how New Zealand is perceived as a golfing destination?
- What image and expectations are associated with New Zealand as a golfing vacation destination?
- How do New Zealand’s golf destination perceptions fit within wider perceptions of New Zealand?
- What are the perceived strengths and weaknesses of NZ for golf?
- How do the range of possible experiences available in New Zealand fit with golfing expectations and aspirations?
- How does New Zealand compare to other golfing destinations? What is the optimal position for NZ given its inherent strengths in golf experience?

Concepts – potential NZ golfing product/propositions
- Develop and test golf-product concepts
- Understand response to different potential experiences and products
- Understand what propositions or “stories” resonate with Chinese golfers
- Identify current opportunity and how to further activate this immediately
- Elicit direction on what would be required to develop or extend New Zealand’s golf product for Chinese market.

Activation
- Understand who to target – match with traveller needs and destination offer awareness
- Understand how to best build knowledge and reputation; how to engage and build commitment to travel and play golf in New Zealand