

Experiential Checklist: Golf

Name: _____

Email: _____

Daytime Phone: _____

Directions:

To earn your Certified Golf Specialist designation, you must have completed a minimum of five (5) items on the checklist within the past five (5) years, unless otherwise indicated. Check the relevant items (no minimum or maximum required per category), and provide information or supporting documentation as requested for each item. Submit your completed checklist and additional documentation along with the Lifestyle/Niche Market Certification Form to The Travel Institute.

Community and Industry Involvement

- Attend a golf travel expo, seminar, or other golf-related educational event.

Write and attach a one-page report describing the event, date, and three positive outcomes of your attendance at the event.

- Establish a USGA handicap.

Provide a copy of official GHIN (Golf Handicap Index Number) card.

- Create a calendar of upcoming domestic and international golf tournaments.

Attach a calendar.

- Take a series of golf lessons that includes time on a golf course with a golf pro.

Write a one-page report describing the date, number of lessons, golf course, and 10 things you learned about the golf experience.

- Research and visit two golf courses in your geographic region that attract golfers from your community.

Write and attach a one-page report describing the golf experience each course offers, dining and sightseeing options, and any local marketing opportunities.

- Promote golf travel within your community (e.g., open house at local golf club, golf travel promotions, or write a column for local publication.).

Write a one-page report describing the types of activities, dates, and three positive outcomes of your efforts.

Destination and Supplier Research

- Earn a Destination Specialist designation for a top golf destination.

Write and attach a one-page report listing the name of the destination course, date of completion, and 10 reasons why golfers want to travel to this destination.

- Participate in a golf-related fam or independent trip.

Write and attach a one-page report describing the trip, sponsor (if any), date, key selling points of each golf course visited or experienced, accommodation options, and non-golf activities and attractions.

- Regularly travel to and personally experience golf courses in top golf destinations.

Write and attach a one-page report describing the destinations visited, the frequency of visits (and number of rounds played, if applicable), the nature of your participation, and the unique aspects of each golf course and destination visited.

- Interview three tour operators or wholesalers that specialize in golf travel.

Write and attach a one-page report describing the types of golf packages, prices, inclusions, and marketing materials of each supplier.

- Research 10 major golf destinations and create a reference list that describes where to play, where to stay, non-golf activities, restaurants, best times to travel, and unique characteristics in each destination.

Attach the reference list.

- Create an evaluation form for site inspections of golf destination resorts.

Attach the list.

Travel Planning

- Plan a two-week itinerary for a couple traveling within the United States where one spouse can pursue non-golf interests while the other plays golf.

Attach a written itinerary including: appropriate accommodations, golf courses with tee times, and non-golf activities.

- Create an FIT package for a group of serious golfers traveling to an international golf destination.

Write and attach a one-page report describing your research process and results, include how you selected golf destinations and courses, secured tee times, made travel arrangements, and chose appropriate accommodations.

- Contact three government tourist boards representing international destinations that actively market to golf travelers.

Write and attach a one-page report on how they market, what materials they offer, and who their contacts are in the local golf community (e.g., golf course operators, golf destination resorts, inbound tour operators.)

Reading and Reference

- Be a current subscriber of a golf-related publication (e.g., *Golf*, *Golf Digest*, *Golf Odyssey*.)

Publication: _____ Subscriber Since: _____

- Read *Golf Digest's Places to Play*, by Fodor's; *100 Best Golf Resorts of the World*, by Karen Misuraca; or other similar golf-related book.

Write and attach a one-page book report describing 10 things you learned about golf travel.

Marketing

- Write a marketing and sales plan for your golf travel specialty.

Attach the one-page plan.

- Host a golf travel event (e.g., presentation, cocktail party, golf night, etc.)

Write and attach a one-page report describing the event, date, and three positive outcomes.

- Develop a golf section for your web site.

Indicate URL: _____

- Place a golf-related ad in local media.

Attach a copy of the ad and note date and name of publication or media outlet.

- Conduct a direct-mail campaign using a database or e-mail list targeted to golfers.

Write and attach a one-page report describing the date, purpose, audience, distribution, and results of the campaign; include a copy of the piece that was mailed.

- Send a press release to local publications promoting your agency's golf travel specialty.

Attach the press release.

Other

- _____
Write and attach a one-page report describing this experience and how it positively impacts your golf travel business.

Submit your completed Experiential Checklist and supporting documentation to:

The Travel Institute
945 Concord Street
Framingham, MA 01701

Tel: 800.542.4282

Fax: 781.237.3860

Email your checklist to: pgagnon@thetravelinstitute.com