



Italian Golf Exhibition 24-27 February 2012 at VeronaFiere alongside Vivi La Casa and Country Life.

ITALY: FOCUS ON GOLF FOR TOURISM

As a way of stimulating incoming tourism, Verona is focusing on the Italian Golf Exhibition - in line with projects by the Ministry of Tourism and the National Tourism Authority involving investments in sport-oriented tourism. In 2012 the exhibition will host for the first time the International Golf Tourism Bourse involving national, regional and local institutions.

Verona, September 2011 - Following huge success at the last edition, Verona is doubling up appointments dedicated to golf: as of 2012, the Italian Golf Exhibition (SIG), owned by VeronaFiere and organised by Golf Town, will host TeeTime - the International Golf Tourism Bourse promoted by Euroconsulting Srl; this exhibition intends to valorise golf as a tool for local area promotion and development, as well as to strengthen Italy's image and hospitality.

The Italian Golf Exhibition is scheduled next 24-27 February alongside Vivi La Casa and Country Life to expand the offering for final consumers.

It is one of the most significant elements in a major project for re-launching tourism through golf that will turn Verona into the national capital of this sport on a par with Madrid, Paris and London - home to some of the most important specialist events. Not to mention Munich, that on this occasion hands over the baton to Verona as the leading event in this significant European band.

The Ministry of Tourism and the National Tourism Authority have decided to invest in the production of plant and improvements to facilities as an incentive for incoming tourism all year round and to promote the new golfing oases set up in Italy in recent years.

TeeTime - the International Golf Tourism Bourse organised by Euroconsulting srl - is an "event in the event" having the main objective of encouraging b2c and b2b meetings as a way to create a system for the golf world involving the public at large and journalists, travel agencies and tour operators.

TeeTime envisages an impressive programme of appointments with round tables involving supply and demand, education, conventions, seminars and a National Competition involving all Italian Golf Clubs.

This new international agenda enhances the already detailed offering of the Italian Golf Exhibition that in time is becoming a tool for territorial marketing even outside the immediate local area.

Over the years, SIG has become a not to be missed event not the least thanks to the presence of well-known figures in the sector, such as Matteo Manassero, the young champion from Verona who chose SIG for the world press conference announcing his decision to turn professional and his role as a testimonial for the Italian Golf Federation.

Facts and figures at the last edition confirm that Verona has become the landmark for golf enthusiasts: more than 6,000 visitors/day, 150 exhibitors and at least one thousand brands generating turnover for 30% of companies, many of which from other parts of Europe and even other continents. The Exhibition, in short, is an appointment certifying the growth of golf as a sport that also encourages investments and opens new markets. Not to mention new projects, thanks to continued collaboration with the Italian Golf Federation which has renewed its patronage with a view to further development.

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