



**PHD CHAMBER
OF COMMERCE AND INDUSTRY**

4th PHDCCI **GOLF** TOURISM CONCLAVE & TOURNAMENT

'Rejuvenating Tourism & Business through Golf'

8th - 9th, October 2021

Pahalgam, Jammu and Kashmir



BACKGROUND

Golfing in India has a long history, going back to 1829, when the Royal Calcutta Golf Club, the oldest golf club in the world, outside of Great Britain was formed. The Royal as it is popularly known, crowns a highly underrated landscape that offers a stimulating mix of colonial heritage, breathtaking locales and challenging modern day designs.

Golf is a growing sport in India and India has the strength to provide round the year tourism to the world. Golf Tourism is at the nascent stage and needs to be promoted with great intensity across the globe. Golf attracts affluent, high-value-adding tourists who generate significantly above-average per capita revenues for the destinations they are frequent.

With an objective to promote Golf Tourism, PHD Chamber of Commerce & Industry is organizing the 4th edition of **PHDCCI Golf Tourism Conclave & Tournament** with the theme ***'Rejuvenating Tourism & Business through Golf'*** from **8-9 October 2021 in Pahalgam, Jammu and Kashmir**. Golf Tourism Conclave will be held on 8 October from 3:30 PM onwards followed by Networking Gala Dinner and the Golf Tournament will be held on 9 October from 7:30 AM onwards at the Lidder Valley Golf Course followed by Prize Distribution.

Situated at an altitude of 7250 feet in the picturesque town of Pahalgam, the 18-hole **Lidder Valley Golf Course** is an ideal destination for professional golfers to hone their skills, compete at an ideal sporting extravaganza where hard battles are fought to reach glory and with the natural makeup it provides, golfers get perfect doses of confidence booster.

The programme aims to bring more Golf tourists to India enabling them to experience the magnificent array of Golf from the mountains to cities. Golf travellers stay longer at a destination and spend more than the average tourist; therefore they can become an engine for growth of the tourism economy for India.

TOPICS OF DISCUSSION

- Developing an integrated Golf Tourism strategy for India
- Implementation of global best practices for promotion of Golf
 - Issues concerning development of Golf courses
 - Raising the profile of quality Golf courses in key tourism markets
 - Infrastructure development of Golf courses
 - Enhancement of Golf training facilities
 - Promoting quality Golf experience at the signature Golf courses



PARTICIPANT PROFILE

- Ministry of Tourism | Civil Aviation | Culture
 - Ministry of Youth Affairs and Sports
 - Senior officials from Public Sector Enterprises
 - State and National Tourism Boards
 - Golf Tour Operators
 - Embassies & High Commissions
 - Airline Companies
 - Golf Resorts and Hotels
 - Captains of Tourism, Hospitality & Aviation
- Industry
- Corporates
 - Vacation Planners
 - Destination Management Companies
 - Golf Event Managers
 - Media and other related stakeholders

OBJECTIVE

- To promote India as the favoured Golf Tourism destination on the world map
- To promote the implementation of best practices in the Golf Tourism industry
- To create business opportunities for operators and industry partners
- To raise awareness of Golf Tourism products and services in India
- To encourage creation of additional world class Golf infrastructure in the country
- To improve the coordination between international and domestic Golf tour operators

TAKE AWAYS

- Meet and do business with qualified Golf travel buyers
- Focused Knowledge Sessions and Presentations
- Roundtable discussions between government and private sector investors
- New innovative strategies to assist Golf Tourism business
- Source new Golf products from across the country
- Get exposure in leading Golf, Travel and Lifestyle publications
- Exclusive networking opportunity with representatives from the Golf industry



Glimpses

PHD Golf Tourism Conclave & Tournament, 24-25 February 2017, Oxford Golf Resort, Pune.



2nd PHD Golf Tourism Conclave & Tournament, 22-23 September 2018, Srinagar



3rd PHD Golf Tourism Conclave & Tournament, 12-13 December 2019, Jaipur



For further information, please contact the undersigned:



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Business through Golf'**



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8 - 9 October 2021

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WHY PARTNER FOR THE CONCLAVE & TOURNAMENT

- Exclusive networking opportunity with representatives from the Golf industry
- Ideal opportunity to experience the game first hand on an international Golf Course
- Focused Knowledge Sessions and Presentations
- New innovative strategies to assist Golf Tourism business
- Exposure in leading Golf, Travel and Lifestyle publications

SPONSORSHIP OPPORTUNITIES

Deliverables	Platinum Sponsor INR 5 Lakh	Gold Sponsor INR 3 Lakh	Sliver Sponsor INR 2 Lakh	Tournament- Hole Sponsor INR 1 Lakh
Prominent Company Branding (Logo to be displayed in Brochure, Mailer, Backdrop, Standees, Arch Gate)	Yes	Yes	Yes	Yes
Print Media Branding (Coloured advertisement in PHDCCI's Monthly Bulletin circulated to 1,30,000 members)	2 Full pages	1 Full page	—	—
Social Media Branding (Logo branding in social media sites of PHDCCI like Facebook, Twitter, LinkedIn, Instagram)	Yes	Yes	Yes	Yes
Complimentary Exhibition Space (Octonorm stall with fascia name only to conduct B2B meetings)	3 x 3	2 x 2	2 x 2	—
Corporate Video Presentation Slot (To play Company AV or PPT during the Conclave)	10 minutes	5 minutes	3 minutes	—
Promotional Display of the Products (Company brand promotion standee to be displayed at the Conclave and Tournament)	2 Standees	1 Standee	1 Standee	—
Publicity Material of the Company (Company brochure & publicity material to be part of Delegate Kit)	Yes	—	—	—
Complimentary 4 -Ball Slot (For experiencing the game first hand on an international Golf Course)	2	1	—	—
Company Standee at the Tournament (Company standee to be displayed at the Sponsored Hole- 1st/ 9th/18th Hole)	5 persons	5 persons	3 persons	Yes

FOR FURTHER ENQUIRIES, PLEASE CONTACT

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