



5th PHDCCI **GOLF** TOURISM CONCLAVE & TOURNAMENT

'Golfing in India: Beyond Tees and Greens'

17-18 March 2023

Ahmedabad, Gujarat



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 5th edition of **PHDCCI Golf Tourism Conclave & Tournament** with the theme '*Golfing in India: Beyond Tees and Greens*' from **17-18 March 2023** in **Ahmedabad**. Golf Tourism Conclave will be held on Day 1 followed by Gala Dinner and the Golf Tournament will be held on Day 2 at the **Kalhaar Blues & Greens Golf Club** followed by Prize Distribution.

Kalhaar Blues & Greens prides itself on being one of the greenest places in Ahmedabad. The 18-hole golf course is a feast for the eyes dotted with 14 lakes and white sand bunkers against the lush green. The course is equally suitable for amateurs and professionals. The holes are positioned in such a way that the player can finish a round and head back to the Clubhouse to freshen up.

The programme aims to bring more Golf tourists to India enabling them to experience the magnificent array of Golf from the mountains to the 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



4th PHD Golf Tourism Conclave & Tournament, 8-9 October 2021, Pahalgam



For further information, please contact the undersigned:

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