

# THE BEST OF GOLF NEW ZEALAND

## MEDIA RELEASE

Auckland, NZ

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### **NEW ZEALAND TOP GOLF DESTINATION FOR 2009**

New Zealand has been voted 'Golf Destination of the Year 2009' for the Asia and Australasia region by the International Association of Golf Tour Operators.

IAGTO Chief Executive Peter Walton said; "It's a great achievement because this is not just about great golf courses but also how the destination works with operators and their client's satisfaction with the destination. It also rewards a progression from a relatively unknown golf destination in global terms to one that is appreciated worldwide."

The selection for winning destinations is made through votes cast by over 300 golf tour operators from 45 countries. Each operator was asked to nominate what they considered to be the best performing golf destinations this year enjoyed by their golf travelling clients. The top four finalists were Australia, China, New Zealand and Thailand.

New Zealander Phil Leishman was Master of Ceremonies for the awards which took place on the last night of the International Golf Travel Market on 20<sup>th</sup> November at the Estepona Congress Palace in Andalucia, Spain in front of an audience of industry professionals. The event was widely covered by CNN International, ESPN Star Sports Asia, the Golf Channel, The UBS Golf Club as well as widespread print and web coverage.

In receiving the award The Best of Golf New Zealand's Philippa King said;

"The tour operators have made a great choice. New Zealand has some fantastic courses and in the past 7 years we have been working hard to achieve even higher standards to provide an outstanding golf experience for visitors to New Zealand. Some will come and play all the top courses, others will have only one round or two during their vacation, but we are confident they all go back home richer for the experience, satisfied not only with the golf courses but having enjoyed more of what the country has to offer – fabulous scenery, Maori culture, sport, soft adventure activities and of course friendly people."

In 2001 New Zealand was voted IAGTO's 'Undiscovered Golf Destination of the Year' by the association's golf travel writers.

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## **About The Best of Golf New Zealand:**

The Best of Golf New Zealand is operated by the NZ Golf Tourism Cluster Inc, a tourism marketing network. Primary members of the group are Carrington Resort, Gulf Harbour Country Club, Wairakei International Golf Course, Lakes Resort, Terrace Downs High Country Resort, Millbrook Resort and Jack's Point.

New Zealand has two World Top 50 ranked courses, Kauri Cliffs and Cape Kidnappers. The Best of Golf New Zealand has 23 associate members including the NZ Golf Association and the PGA of NZ as well as selected tourism product providers.

Visit [www.bestofgolfnewzealand.com](http://www.bestofgolfnewzealand.com) for information, rates, tour itineraries, real estate offerings and events.

## **Image attached:**

**Caption:** Philippa King from Best of Golf New Zealand accepts the award from IAGTO chief executive Peter Walton

## **For more information contact:**

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