

## NEW GOLF TRAVEL WRITERS NETWORK LAUNCHES AT TRENZ

Auckland, 8<sup>th</sup> June 2009

A new Golf Travel Writers Network is being launched at TRENZ under the banner of The Best of Golf New Zealand, the brand name operated by the New Zealand Golf Tourism Cluster.

Membership of the network is being offered by invitation and application to golf and lifestyle travel writers and photographers who have either produced a print or online article or photo essay about the New Zealand golf experience or have interest to do so in the future.

Benefits to writers will include supply of images, editorial and storylines relating to New Zealand as a golf destination and priority for supported familiarisation visits to New Zealand.

Coordinator Philippa King says “it is our aim that writers will be motivated to develop their (real or virtual) experiences of New Zealand, either for their contracted publications or on a freelance basis.

We also anticipate the network being used as a resource for tourism oriented businesses and regions in New Zealand seeking suitable writers for assignments.”

To join, writers or photographers need to complete an application form, submitting profile details and samples of past articles. This information will be loaded to the media area of the Best of Golf New Zealand website.

The Best of Golf New Zealand is the brand name for the New Zealand Golf Tourism Cluster Inc. The group was set up in 2002 with support from NZ Trade & Enterprise as a collective marketing network to promote the New Zealand golf experience. The network has 27 members including golf courses and resorts, golf specialist tour arrangers, inbound operators, transport and accommodation providers.

Golf course members must achieve 100% under the Qualmark tertiary golf criteria to qualify for entry to the network. To learn more visit [www.bestofgolfnewzealand.com](http://www.bestofgolfnewzealand.com)

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Contact:  
Geoff Burns  
+61-274 582832

Philippa King  
+64 27 2203060