

MEDIA RELEASE

Auckland
3rd August 2007

NEW GOLF WEBSITE GOES LIVE

The New Zealand Golf Tourism Cluster has upgraded their website and it is now live at www.bestofgolfnewzealand.com.

The new website offers information on the member golf courses that comprise this marketing network as well as extensive information on golf tours and itineraries. Associate members of the cluster (tour operators and other tourism providers) have an enhanced space to promote their products to golf interested travellers and web browsers. A real estate section will offer opportunities for browsers wishing to explore ownership of golf course property.

When the network was formed five years ago the first website was hosted by Jasons Travel Media, one of the region's largest travel websites.

The Golf Cluster has come a long way since then. The number of visitors who identify golf as part of their New Zealand visit has more than doubled. The golf cluster has hosted scores of journalists, trade visitors and film crews resulting in high level media exposure and golf specialist tour wholesalers turning their interest to New Zealand as a fresh destination for their clients.

"The Jasons arrangement was ideal for us in the early stages as it made the whole concept easy for us and leveraging their established customer base was a great way for us to get started in marketing New Zealand as a golfing destination for international visitors" said the Golf Cluster Communications Manager Pip King.

"It is now more appropriate for us to have our own independent website that besides allowing us to manage content, gives us the ability to interact with tactical offers to the market, maximising business opportunities for our members."

Members

The primary members of the New Zealand Golf Tourism Cluster Inc are Carrington Resort, Golf Harbour Country Club, Wairakei International Golf Course, Lakes Resort, Clearwater Resort, Terrace Downs High Country Resort and Millbrook Resort.

New Zealand has two World Top 50 ranked courses, Kauri Cliffs and Cape Kidnappers. The Golf Cluster also has 23 associate members including the NZ Golf Association and the PGA of NZ.

Learn more about the Best of Golf New Zealand at www.bestofgolfnewzealand.com

ENDS

Contact:

Philippa King, Communications & Trade Manager
The Best of Golf New Zealand
P: +64-27-2203060
E: pip@bestofgolfnewzealand.com
W: bestofgolfnewzealand.com

Geoff Burns, Manager
The Best of Golf New Zealand
P: +64-27-4582832
E: geoff@bestofgolfnewzealand.com
W: bestofgolfnewzealand.com