

February 2007

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## Golf

### Golf in Canada

- Canada has approximately 2,180 golf clubs.
- Ontario constitutes the most important market, both in terms of golf clubs numbers (730) and numbers of golf players (1.6 million).
- Prince Edward Island strategically markets travelling golfers. Despite its small size, PEI boasts an impressive number of golf clubs (30), some of which are highly rated.
- Ontario golfers, specifically those in the greater Toronto area, are those that have the most likelihood of playing golf while travelling.

### Golf in the United States

- The United States offer more than 16,000 golf clubs and 27.2 million adult golfers – 34 million golfers aged 5 and up.
- New England, Middle-Atlantic, and East North Central account for 6,000 golf clubs alone and 40% of American golfers.
- In 2004 close to 500 million rounds of golf were played in the United States.
- Golf enthusiasts - those who play more than 25 games per year - represent 23% of American golfers, and they are responsible for 63% of total golf expenditures.
- Florida, South Carolina, and Texas are the top three golf destinations in the country.

### Golf in Europe

- Europe contains some 6,200 golf courses and more than 12 million golfers; of which 50% of the supply and demand is in the United Kingdom
- Junior golfers total 11% of total members in Europe.
- 26% of European golfers are women; in the Netherlands this percentage reaches 42%.

-Translated from 2006 Plan Strategique de Developpement et de Commercialisation du Golf Touristique au Quebec



## Passport Regulations



According to USA Today, Kayak.com (an internet booking site) surveyed 1,100 users, of which 32% said they had planned to get a passport, “but only half of them had initiated the process.” “And one in five respondents said the new regulations would cause them to alter their travel plans,” At present, only 27% of Americans have a passport.

The USA today article cited another poll from Travelocity which said one in four people surveyed were unaware of the new passport requirements.

The new government regulations require all incoming **air travellers** to have a passport. Visitors by *land & sea* are not yet required to have a passport, however this is expected to begin taking effect in 2008. To help visitors get their passports, please direct them to: <http://www.getapassportnow.com>

**“...Continued growth looks promising with January 2007 inquiries already tracking 75% over and beyond January 2006!**

**NEW !**

Market Profiles on **Texas, Oregon, Ontario, Quebec, Manitoba, and Saskatchewan** have recently been posted to the Research Page of our corporate website:

<http://www.tourismvi.ca/research/marketprofile.php>

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Everyone needs  
a little Island time.

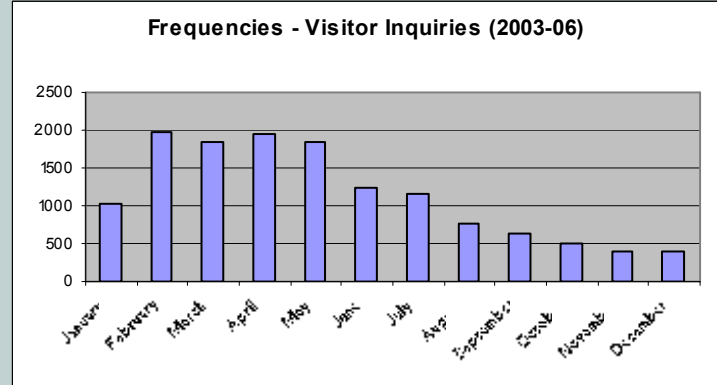
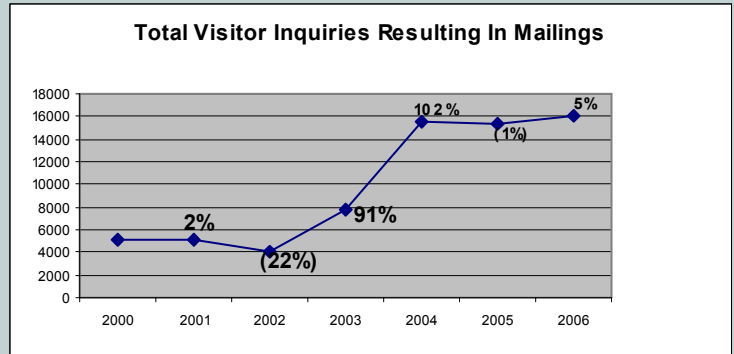
## Tourism Vancouver Island’s Visitor Inquiries

Tourism Vancouver Island has seen it’s visitor inquiries grow through leaps and bounds in the last 6 years. Our region accounts for 50% of the total inquiries within all 6 BC regions! Visitor Inquiries resulting in mailings in 2006 reached 16, 118. This was an increase of 5% over last year. Continued growth looks promising with January 2007 inquiries already tracking 75% above and beyond January 2006!

Over 70% of the inquiries in 2006 were via our website, and 28% a result of Sunset Magazine request cards.

- ◆ 57% of the 2006 inquiries were from the United States. Top 5 US Markets were: CA, WA, OR, TX, and CO.
- ◆ 30% of the 2006 inquiries were from Canada. Top 5 Canadian Markets were: AB, ON, BC, QC, and MB.
- ◆ 13% of the 2006 inquiries were from International Markets. Top 5 International Markets were: United Kingdom, Germany, Netherlands, France, and Switzerland.

Typically visitor inquiries are at their peak from February through May.



The most frequently requested category of information is Marine Wildlife Watching (36.6%), following closely by Hiking & Walking Tours (36%). Other information requested that round out the top 5 include Family Activities (25%), Museums & Historical Sites (24.6%), and B&B’s/Cottages/Cabins/Vacation Homes (24.2%).

Over 95% of visitors requesting information in 2006 requested the Vancouver Island Vacation Planner. 68.7% of visitors requested the Outdoor Guide, and 56% requested the Bed & Breakfast Guide

\* The Bed & Breakfast Guide ran out Mid-July and this percentage is calculated according to that timeframe.

\* All of TAVI’s Golf marketing is directed to the Vancouver Island Golf Alliance (VIGA). This percentage includes VIGA’s mailings.

