



# Scottish Enterprise Business Insight 2009

## Golf Tourism Business Insight

### What is the event about?

This half day event will be an opportunity for businesses involved in the golf market, both as operators and in the wider tourism community to meet with Bob Morris of Billy Casper Golf, USA. Bob has many years experience in the global golf industry and is perfectly placed to share his experience of collaboration, golf packaging and market development.

### Bob will focus on the following:

- An overview of the Golf Tourism Industry
- Examples of how clubs have adapted to focus more on the tourism and visitor market
- How to attract and increase golf visitors
- Examples of collaboration and golf packages
- How are destinations and golf groups communicating to their visitors
- His perception of the golf industry in Scotland

### Why should you attend?

If you are involved in the golf industry; such as a Golf Club operator or an organisation who depends on golf as part of their business then this event will give you an invaluable insight.

### Bob Morris, Billy Casper Golf

[www.billycaspergolf.com](http://www.billycaspergolf.com)

Bob Morris is responsible for oversight of strategic partnerships, business development, and player development for the Billy Casper Golf organisation. He is an active participant in Golf 20/20 and other industry player development initiatives, and is a sought after industry expert in the creative development and management of golf courses in an increasingly competitive environment. Prior to Billy Casper Golf, Bob managed the careers of several

golf touring professionals and championship winners, including the company namesake Billy Casper. An accomplished player, he has been ranked in the Top 15 senior amateur golfers worldwide. Bob is a frequent traveller to Scotland and will bring with him his knowledge of the golf industry and a US perspective on this subject.

**Tuesday  
21<sup>st</sup> April**

Rufflets Country House  
Hotel, St Andrews

10.30am - 1pm.  
(Lunch Included)

Cost - £20 plus VAT

To book your place and make arrangements for payment please call **Katharine on 0141 357 2235** or email [katharine@starkeventsuk.com](mailto:katharine@starkeventsuk.com). To book on-line please go to [www.registerforevent.co.uk/golf](http://www.registerforevent.co.uk/golf)