

Harrogate week

Review



Harrogate Delivers!

Like it or not we are all in the business of delivering. A football manager has to deliver either trophies or an avoidance of relegation depending upon his team's aspirations; you have to deliver quality putting surfaces; a postman has to deliver the mail while we at BIGGA Headquarters have to deliver a successful Harrogate Week each year.

Well I think we can safely say that delivery was achieved last month. A total of 7757 visitors attended BTME & ClubHouse over the three days, an increase on the previous year of 12.9%, which, by any standards, is quite a jump. To put it into perspective the increase from 2004 to 2005 was 3.7%.

A more in-depth look at those stats reveal that 46.8% of visitors were attending Harrogate Week for the very first time and meeting up with the 43% who visit most years. In addition to greenkeepers, there was an increase in the number of Golf Club Owners, Secretaries, Chairman of Green and Club Professionals and 68% of visitors had the authority to approve and purchase with 22% in a position to influence approval.

Outside of golf, visitors represented 14 other industries including theme parks, tennis, cricket, bowling, football and racecourses.

The international flavour of the week was enhanced by the attendance of people from 30 different countries outside of Great Britain, while 40% of the home audience came from the Midlands and the South.

As an Association BIGGA can't guarantee the size of the audience exhibitors will face, nor the visitor profile, but we can and do, spend a lot of time making Harrogate as attractive a proposition as possible for potential exhibitors visitors, hoping they make the decision to attend and then delivering on the promises made.

That way everyone can maximise the experience derived from devoting a period of their time to visiting Harrogate in January.

