

{TRENDS}

Trends that will shape golf and lifestyle travel in 2008

Gordon Dalglish, president of PerryGolf, a golf and lifestyle travel firm, doesn't have a crystal ball, but his experience in the travel industry and knowledge of what motivates golfers to take trips is the basis for the following trends.

1 Couples traveling together for golf and more. Wives and girlfriends who once stayed home or took their own trips while the guys traveled for golf are part of the action now. They're enjoying golf and off-course attractions.

5 The new buddies trips. According to a recent survey conducted by American Express travel agents, women are traveling together more and are indulging in more active and luxurious vacations.



2 Eco-awareness. Trips that demonstrate an environmental sensitivity are increasing. According to research from the Green Hotel Association, a trade organization that promotes ecological consciousness, 43 million U.S. travelers say they're concerned about the environment.



3 Private jet travel. With prices to charter one's own plane as little as \$2,200 an hour for three to five people, private jet travel is within reach of more travelers. Golfers will take advantage of this expedited route to the first tee much more in the U.S. than internationally. But for those whose travel priorities are convenience, comfort and time, two days in the office as opposed to standing in airport security is an attractive trade-off.



6 Wales. It's the British Isles destination most golfers still don't know about. With the 2010 Ryder Cup matches coming to Celtic Manor, there's still time to beat the crowd to that luxurious resort as well as Royal Porthcawl, Tenby, and Pyle and Kenfig.

7 Experiences. Sure you can play Carnoustie, but what about a trip to the Scottish countryside that includes riding, shooting and fly fishing? For the well-heeled traveler, it's all about the total experience ... and bragging rights.

4 High-tech and high-touch service. The Internet continues to be the first stop for trip planning and estimating costs for many, although some travelers prefer to talk to people to plan trips. The efficiency of providing quotes and itineraries online has enabled travel companies to reduce staff and allowed travel specialists to work from their homes. However, most travel firms will never go completely high tech because it's still a relationship business.

8 China. Travelers are discovering a fascinating country and culture that includes golf from some of the game's top architects. A slowdown of domestic golf construction has been a boon for China and designers such as Robert Trent Jones, Jack Nicklaus and Nick Faldo. When the world comes to Beijing for the 2008 Olympics, many will be bringing their clubs.



9 Corporate incentive trips with an international flair. When many companies compare the green fees and cost of accommodations at Pebble Beach and Kiawah Island with those of Scotland or Ireland, they decide to boost their sales incentives and go for the Old Course, Ballybunion or Gleneagles.

