



INTERNATIONAL  
GOLF TRAVEL  
MARKET  
17-20 November 2008  
Andalucía, Spain

## INTERNATIONAL GOLF TRAVEL MARKET 2008 POST SHOW ANALYSIS

The 11<sup>th</sup> **International Golf Travel Market** ran successfully on 17 - 20 November 2008 at the Marbella Conference and Exhibition Centre, Andalucía, Spain. It was located in Andalucía for a second year in the event history.



### Audited Figures

Attendee Type	Audited Figures		
Year	2006	2007	2008
Destination	Marbella	Cancun	Marbella
BUYERS	333	198	436
EXHIBITORS	797	464	679
MEDIA	136	103	128
VIP & GUESTS	125	8	121
PROMOTIONAL SERVICES	4	6	10
<b>TOTAL ATTENDEES</b>	<b>1,395</b>	<b>779</b>	<b>1,374</b>

- **Over 1,300** golf tourism professionals **from 63 countries** attended IGTM 2008.
- **New destinations:** Bulgaria, Hungary, Slovenia and Northern Cyprus.
- Buyer totals **increased by 31%** from IGTM 2006
- Media figures have stayed as the same as 2006 however there is an **increase of 32%** since the previous year
- 442 Exhibitors / Companies occupied a **total of 1,768 square metres / 13% increase on 2006 and 43% on 2007**

Regional breakdown of Buyers			
MENA	1%		
Australasia	2%		
Europe	80%	Central & Eastern Europe	9%
		Southern & Mediterranean	15%
		Western & Northern	74%
		Russia / CIS	2%
Asia	3%		
Americas	14%		