

# SOUTH AUSTRALIAN

GOLF TOURISM FACT SHEET



Government  
of South Australia  
South Australian  
Tourism Commission

[TOURISM.SA.GOV.AU](http://TOURISM.SA.GOV.AU)

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The South Australian Tourism Commission (SATC) is committed to supporting and growing the golf tourism sector within South Australia. The SATC provides tourism businesses with support and guidance by sharing relevant industry knowledge, providing educational tools and resources, and facilitating partnerships to create desirable and saleable experiences suitable for the state's target markets.



### WHAT IS GOLF TOURISM?

Golf Tourism is the term used to describe travel undertaken by visitors for which the purpose is related to golf. This may include the participation in a game of golf, or attendance at a golfing event or tournament, while travelling. A person who partakes in these activities is defined as a Golf Traveller, with 75% of these travellers aged over 45 years<sup>1</sup>.

The Golf Traveller can be categorised into one of three ways:

1. Travellers whose primary motivation for travel is to play golf.
2. Travellers who play golf as a secondary activity on their holiday or business trips.
3. Travellers who travel to golf tournaments as spectators or attend golf-related events.

1. Australian Golf Industry Council, The Value of Golf Tourism to Australia, Page 16, September 2014.

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Golf tourism not only generates income for golf facilities via green fees, equipment hires, merchandise sales, and food and beverage spending onsite, but also through associated spending incurred with the cost of travel. This may include expenditure on accommodation; food and beverage at hospitality venues such as restaurants, cellar doors, and cafes; transportation; and tours, experiences, and entertainment. The economic potential of golf tourism is significant, with the average domestic and international golf traveller spending significantly more per trip than non-golf travellers in Australia, as demonstrated in the table below<sup>2</sup>.

SOURCE MARKET	AVERAGE SPEND PER PERSON, PER TRIP THAT INCLUDED A GOLF ACTIVITY	AVERAGE SPEND PER PERSON, PER TRIP THAT DID NOT INCLUDE A GOLF ACTIVITY
INTERNATIONAL	\$5,344	\$3,731
INTERSTATE	\$2,239	\$1,616
INTRASTATE	\$1,179	\$685

With each golf course a destination in its own right, and a growing consumer preference for golf destinations that offer a diverse range of complementary tourism experiences, key stakeholders are encouraged to work together collaboratively to capitalise on the market potential and support growth in the tourism sector.

Both golf and tourism businesses will benefit from increased collaboration to attract golf visitors and encourage longer stays, including through the development of combined golf and tourism experiences into bookable packages, and the marketing of new, golf-inclusive tour itineraries.

### FACTORS DRIVING DESTINATION CHOICE FOR GOLF TOURISM VISITATION

52% of Australian golf travellers travel with family and friends and typically play three to five rounds over one or two courses when travelling domestically. In selecting a golf holiday destination, travellers are influenced primarily by the following destination features<sup>3</sup>.

1. **An ability to play premium courses**
2. **Course variety**
3. **Other holiday activities**
4. **Climate**
5. **Value for money offer**

2. IVS & NVS December 2022.

3. Australian Golf Industry Council, The Value of Golf Tourism to Australia, Page 10, September 2014.



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### GOLF TOURISM IN SOUTH AUSTRALIA

South Australia is home to some of the most unique and best golf courses in Australia. The Coober Pedy Opal Fields Golf Club in outback South Australia is the only golf club in the world with reciprocal rights to play at the home of golf – St Andrews in Scotland. You can also play the world’s longest golf course spanning 1,365 kilometres across the Nullarbor between South and Western Australia.

The Australian Golf Digest’s [Top 100 Golf Courses of Australia for 2022/23](#) shows Adelaide is home to four clubs which hold places in the top 50 golf courses of Australia led by Royal Adelaide (#10). These four golf clubs are conveniently located in close proximity to one another in Adelaide’s Western suburbs, just minutes from the Adelaide CBD and international airport. These clubs have partnered with some of Australia’s leading wineries to develop golf and wine packages known as the [Four Reds](#).

Golf travellers can take in more of the fine suburban layouts, or venture north to the Barossa and Clare Valleys and beyond to the Riverland region or south to the Fleurieu Peninsula to find the Links Lady Bay and Mount Compass golf courses, both of which are in the top 80 courses of Australia<sup>4</sup>.

Kangaroo Island, already one of the state’s tourist hotspots, has a stunning new 18-hole course – The Cliffs, approved and in construction. In the Limestone Coast, the Nora Creina site on the coast near Robe has potential to see a further 36 holes added to the South Australian golf landscape in the years ahead.

Adelaide has previously hosted several major tournaments including the Men’s and Women’s Australian Open Golf Championships. In April 2023, the Grange Golf Club hosted the first LIV tournament to be held in Australia which saw an unprecedented list of the world’s best golfers play in Australia. More than 63,000 tickets were sold across the tournament which generated \$67.8 million in hotel bookings alone. Approximately 30 per cent of ticket sales originated from an interstate audience, and 10 per cent from overseas. Following a successful event, it was announced that the LIV golf tournament would return to Adelaide for the next three years. This provides an opportunity for South Australian golf courses and tourism businesses to leverage the increase in visitation from golf tourists during this time.

[Click here to find out more about the best golf courses in Adelaide and South Australia.](#)



4. Australian Golf Digest, Top 100 Golf Courses of Australia for 2022/23

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## SOUTH AUSTRALIA'S KEY GOLF TOURISM AREAS

South Australia boasts five of Tourism Australia's recognised Great Golf Courses of Australia as well as some truly unique courses in our regions.



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### KEY STATISTICS

In 2014, Golf Business Advisory Service (GBAS) researched and authored The Value of Golf Tourism to Australia on behalf of the Australian Golf Industry Council. The following data provides a profile of the Australian domestic golf tourist and is based on survey data gathered as part of the national survey undertaken in mid-2014.

**67%**

of golf trips to South Australia are for 4 nights or less, 35% for 2 nights or less.

**49%**

of golf tourists to South Australia visited only one venue to play golf, 27% visited three or more.

**35%**

of golf tourists to South Australia played between 3 and 5 rounds of golf, 31% played two rounds and 26% played only one round of golf whilst travelling.

**64%**

of domestic golf visitors to South Australia originated from within the state. The second largest market was Victoria, accounting for 14% of visitors.



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### KEY STATISTICS

In 2017, Australian Golf Industry Council (AGIC) commissioned a Community Impact Study to determine the economic, social, and health benefits that golf contributes to the broader community. The following data indicates the economic contribution of golf tourism within South Australia and Australia at the time that the report was published<sup>5</sup>.

#### ECONOMIC CONTRIBUTION - SOUTH AUSTRALIA

REGION	GOLF TOURISM (\$M)
ADELAIDE	17.704
BAROSSA	1.063
FAR NORTH	0.302
HILLS, FLEURIEU AND KANGAROO ISLAND	2.279
LIMESTONE COAST	1.811
MURRAYLANDS AND RIVERLAND	1.528
WHYALLA AND EYRE PENINSULA	0.898
YORKE AND MID-NORTH	1.210
<b>TOTAL SA</b>	<b>26.795</b>

#### NATIONAL ECONOMIC CONTRIBUTION - BY STATE

REGION	GOLF TOURISM (\$M)
NSW and ACT	145.809
NT	9.678
QLD	94.137
SA	26.795
TAS	12.820
VIC	161.912
WA	26.717
<b>TOTAL</b>	<b>477.868</b>

### BROADER GOLF PARTICIPATION STATS<sup>6</sup>

In 2020/2021, golf in Australia saw a 30% increase in participation levels compared to 2018/19, with more than 285,000 additional participants.

National membership numbers across Australia for the year 2020/21 are reported as 409,970. This result represents a 6.4% increase (24,485 members) when compared to 2019/20.

There has been a significant shift in growth of younger participants with reported junior members (under the age of 18) totaling 15,304 in 2020/21. This represents an increase of 16% from 2019/20.

In 2020/21, 34% of new members were aged between 15 and 34 years, compared to 25% for the same age range in 2019/20.

5, Australian Golf Industry Council, Community Impact Study September 2017.

6, Golf Australia, 2020-21 Golf Club Participation Report, February 2022.





## KEY STAKEHOLDERS & THEIR ROLES

### GOLF AUSTRALIA

Golf Australia is the governing body for golf in Australia. Their goal is to raise the level of interest and participation in the game from grassroots through to elite level golfers, spectators, volunteers, and associated industry bodies.

Key responsibilities include conducting national tournaments and championships including the Australian Opens, managing the Rules of Golf and the national handicap system, and developing programs and opportunities to engage as many people as possible into the game. Working in a commercial and inclusive manner with government, businesses, and community, Golf Australia ensures the value of golf is understood and supported in all policy and business decisions.

[golf.org.au](http://golf.org.au)

### PROFESSIONAL GOLFERS ASSOCIATION OF AUSTRALIA

The Professional Golfers Association (PGA) of Australia is a not-for-profit, member-based organisation representing both Tournament Professionals and the Club Professionals who form the cornerstone of the industry. To ensure the Australian golf industry maintains its position as one of the best in the world, the PGA of Australia provides industry specific training and education opportunities for those seeking to start, advance or consolidate their career in the golf industry.

[pga.org.au](http://pga.org.au)



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### AUSTRALIAN GOLF INDUSTRY COUNCIL

Australian Golf Industry Council (AGIC) was established in late 2006 to provide a forum to help unite the industry on agreed industry wide initiatives. The current strategic focus areas of AGIC are government relations and strategic collaboration.

A current list of AGIC members can be found below:

- Australian Sports Turf Managers Association (ASTMA)
- Australian Sporting Goods Association (ASGA)
- Golf Australia (GA)
- Golf Management Australia (GMA)
- PGA of Australia (PGA)
- Society of Australian Golf Course Architects (SAGCA)
- Women's Professional Golfers Association Tour of Australasia (WPGA)

### GOLF BUSINESS ADVISORY SERVICES

Golf Business Advisory Services (GBAS) is a specialist independent advisory company providing dedicated, professional advice around the business of golf within the Asia Pacific region.

[golfbas.com](http://golfbas.com)

### OFFICE FOR RECREATION, SPORT AND RACING

Office for Recreation, Sport and Racing (ORSR) is the lead agency for the South Australian Government's policy on sport and active recreation.

ORSR supports sport and recreation through the development of policy, programs and resources, the provision of funding, recreation and sport planning, infrastructure development, elite sport pathways and programs, and the promotion of physical activity.

[orsr.sa.gov.au](http://orsr.sa.gov.au)

### TOURISM AUSTRALIA - GREAT GOLF COURSES OF AUSTRALIA

Great Golf Courses of Australia is a collaborative partnership between Australia's Golf Courses, Tourism Australia, and the State Tourism Boards. The collaboration helps bring Australia's truly unique golf experiences to the world.

[greatgolfaustralia.com.au](http://greatgolfaustralia.com.au)

### INTERNATIONAL ASSOCIATION OF GOLF TRAVEL OPERATORS

Established in 1997, the membership of the International Association of Golf Travel Operators (IAGTO) comprises 2,368 accredited golf tour operators, golf resorts, hotels, golf courses, receptive operators, airlines, tourist boards, approved media and business partners in 89 countries including, at its core, 668 specialist golf tour operators in 64 countries.

[iagto.com](http://iagto.com)

## CONTACT US

### DESTINATION DEVELOPMENT

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### WEBSITES

[southaustralia.com](http://southaustralia.com)

[tourism.sa.gov.au](http://tourism.sa.gov.au)

