

# Scottish Golf Passport Launched



*Scotland's Newest Golf Innovation was Launched At The World's Oldest Course this week*

From this week, the Scottish Golf Passport opens up opportunities for golfers from Scotland, the UK, and the world to engage with communities and business at large. This simple, product is a journal to record not just wonderful days in the Home of Golf, but a unique memento of visiting Scotland.

Scottish Golf Passport, a brand new collaborative concept, was officially launched this week at Musselburgh Old Course, with Iain Gray striking a ceremonial first ball from Musselburgh Old Course. The East Lothian MSP pledged his support for the Passport, and said that he considered his parliamentary colleagues were "right behind" the venture. Iain Gray was among guests at the event, which the founder, Alan Webb, hailed as an innovation in collaborative tourism marketing.

With £200m already contributed annually to the Scottish economy by golf tourism – "golfcations" as christened by Alan Webb – there's a huge market to be tapped. "Golfers can enjoy any of Scotland's 550 clubs," said Webb, "but that leaves another twenty hours in the day to see and do things around Scotland. The Scottish Golf Passport is the key that unlocks that opportunity".

Passport holders immediately make a major saving. As soon as they register their membership, they are on policy, offering excellent cover from a major insurer. "This is a totally new concept." said Webb. "The insurance is the ultimate added value, and makes the Passport a bargain in itself." Golf

clubs, hotels, restaurants, and many other businesses will be able to offer The Scottish Golf Passport to guests and clients, either as a corporate gift or retail purchase. Webb added:-“For the tourism industry, and for business at large, it represents a revenue opportunity, whether you play golf or not.

Online, members register their Passports to access the insurance, and a host of other benefits, through “iCaddy”, the digital tool that drives all other commercial collaboration. Webb continued:- “We want to make the Passport a driver of interest in all Scotland’s golf courses and promote wider tourism across the whole country. It’s an inexpensive and fun way for golfers engage with local communities and tourism businesses.”

At the launch, Alan Webb also announced a forthcoming junior version of the Passport. A proportion of proceeds from sales will be devoted to developing grass roots interest among the younger generations of golfers. He concluded:- “It’s a tangible social benefit, encouraging young people to take up active, healthy sport, and engage with Scotland’s great game”.