

# Golf Digest

How to play, what to play, where to play

INDIA

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(Left to right) Huzan Fraser (Tourism Ireland-India), Mark Nolan (Dromoland Collection), Marty Carr (Carr Golf Travel) and Michael Davern (The K Club), at the KGA golf course.

## IRELAND CALLS

**Bengaluru / Gurgaon:** Some people in the hospitality industry see the temporary slump as an opportunity as much as a challenge. So, in St. Patrick's week, golf tour operator Carr Golf Travel, former Ryder Cup host the

K Club, the Dromoland Collection of celebrated Irish hotels, and Tourism Ireland joined forces to showcase their wares in India.

At the heart of the Irish foray into India is the

recognition that golf is growing at a fair pace in the country, and is also the game of choice for affluent Indian businessmen and professionals, a tribe whose number is on the rise. Allied to this is the increasing number of Indians who are now traveling frequently to European destinations.

According to Marty Carr, CEO of Carr Golf Travel, "India offers great potential for the Irish golf market, with over 30 million Indians projected to travel overseas in 2010 and golf being the fastest growing sport in the

country. There is already strong recognition of Ireland as a premium golf destination and our intention is to build on this. From our meeting with government officials, we are heartened to learn of advanced negotiations to secure direct flights from India to Ireland."

The highlights of the week included two golf days for 120 participants, at the KGA in Bengaluru and the DLF Golf and Country Club in Gurgaon. Besides the on-course events, there were numerous trade lunches and sales calls in Mumbai, Bengaluru and Delhi. The busy trade mission culminated with a dinner hosted by the Irish Ambassador to India, Kenneth Thompson.