

Wednesday 28th July 2010

Irish Eyes on the Prize for an Open Bigger and Better than Before

Note for editor

Fáilte Ireland, the national tourism development authority, was established in 2003 to guide and promote tourism as a leading indigenous component of the Irish economy.

The tourism and hospitality industry employs an estimated 190,000 people and generates more than €6 billion in revenue a year.

Golf in Ireland

The Irish golfing community meets and welcomes almost 150,000 visitors annually. Golf is one of Ireland's greatest tourist attractions, contributing an estimated €110 million to the economy.

In April, the sector welcomed a new national quality assurance scheme for golf courses in Ireland. This new quality standard will ensure that golf consumers are fully informed and assured of the range of quality services available in golf courses throughout Ireland.

In addition to the new standards framework, Fáilte Ireland is developing an online solution for booking golf tee times in Ireland. This customer friendly system is designed to make it easier for visitors to find and book golf in Ireland. Both domestic and overseas golfers will be able to search for availability of tee times on www.discoverireland.ie/golf and www.discoverireland.com/golf respectively.

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