

2027 Golf Travel Marketing



Carolina National, Brunswick Islands, NC

Reaching the Traveling Golfer for Destinations & Resorts
Targeted Advertising Opportunities • Golf Show Representation



LET'S **GOLF**

MGM
MIDWEST GOLFING MAGAZINE



The Tribute at Otsego Resort, Gaylord Golf Mecca, MI



A unique golf travel marketing program tied to consumer golf show representation and the annual Let's Golf® Destinations guide.

FULL PARTNER OPPORTUNITY

- Distribution of up to 10,000 golf brochures/guides at 7 golf shows.
- Full graphic panel (2'x8') within the Let's Golf booth.
- Full page ad and full page editorial with photos in 30,000 printed copies of the annual Let's Golf Destinations (see distribution details on next page). A digital version will also be created and emailed to 100,000 plus golfers.
- Qualified leads gathered at shows through giveaway (provided after each show).
- Listing on the website and inclusion on the Social Media pages.
- (2) dedicated email blasts to 75,000 plus database of golfers.

Net Cost to Participate: \$13,995

HALF PARTNER OPPORTUNITY

- Distribution of up to 10,000 golf brochures/guides at 7 golf shows.
- Half of a 2'x8' graphic panel within the Let's Golf booth.
- Half page ad and half page editorial with photos in 30,000 printed copies of the annual Let's Golf Destinations (see distribution details on next page). A digital version will also be created and emailed to 100,000 plus golfers.
- Qualified leads gathered at shows through giveaway (provided after the show season).
- Listing on the website and inclusion on the Social Media pages.
- (1) dedicated email blast to 75,000 plus database of golfers.

Net Cost to Participate: \$9,995

2027 Let's Golf® Consumer Golf Show Schedule (subject to change):

Golf Show	Market Dates	Estimated Distribution
Columbus, OH	January	1,000
Philadelphia, PA	February	1,500
Cleveland, OH	February	1,500
Pittsburgh, PA	February	1,000
Chicago, IL	February	2,000
Detroit/Novi, MI	March	2,000
Milwaukee, WI*	March	1,000

*Show produced and promoted by MGM and Royle, LLC





[Link to Current Guide](#)

Let's Golf® Destinations is a handy guide designed to introduce golf groups and travelers to a variety of golf vacation destinations. Along with our website and our unique golf show distribution, Let's Golf® is designed to generate new golf group business for advertisers at a great price!

2027 Issue Circulation: 30,000 printed copies and a digital version is emailed to 100,000 plus golfers. Digital version will also be available on our website.

2027 Issue Distribution:

- 10,000 inserted into the Golf Show Issue of Midwest Golfing Magazine distributed in show bags.
- 10,000 distributed at 7 consumer golf shows through Let's Golf booth in 2027.
- 10,000 distributed as an insert into the Summer Issue of Midwest Golfing Magazine in July 2027 for summer/fall bookings.

2027 Issue Deadlines:

Space Deadline: October 30, 2027
Materials Due: November 13, 2027
Publication Date: January 2027

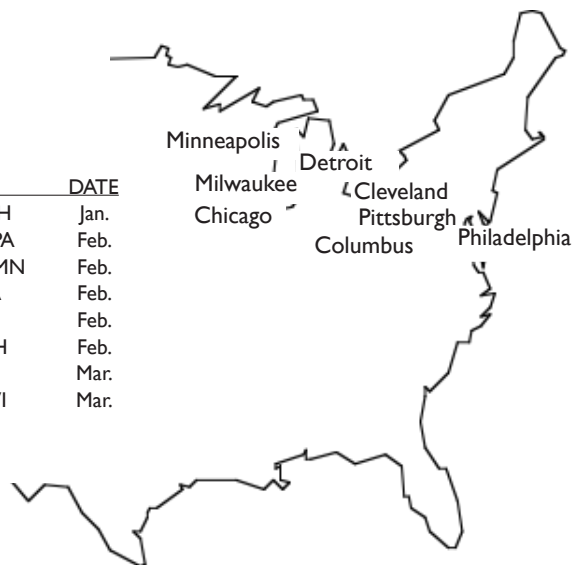
Consumer Golf Show Distribution of Guides

Consumer Golf Show Attendees:

78% Travel to play golf at least once a year
85% Age 35+
70% Male
68% Have Household Incomes of \$110K+
4 Average number of days of golf trip

(SOURCE: North Coast Golf Shows)

MARKET	DATE
Columbus, OH	Jan.
Philadelphia, PA	Feb.
Minneapolis, MN	Feb.
Pittsburgh, PA	Feb.
Chicago, IL	Feb.
Cleveland, OH	Feb.
Detroit, MI	Mar.
Milwaukee, WI	Mar.



2027 Issue - Advertising Only Rates:

Cover Pages\$3,000
Full Page\$2,500
1/2 Page.....\$2,000

Rates are net. 50% deposit required to reserve space. Guide Trim Size: 5.375 x 8.375"

Specifications:

4.875 x 7.875" (non bleed)
4.875 x 7.875" (non bleed)
4.875 x 3.875"

LET'S GOLF®
DESTINATIONS

PUBLISHED BY



LET'S GOLF®

Partner Benefits & Travel Industry Insights



Why Target Travelers at Golf Expos?

- Tourism marketing must prioritize emotional connection and live engagement
 - Consumers are overwhelmed by digital noise and increasingly immune to algorithm-driven travel promotions
 - Face-to-face marketing opportunities are uniquely positioned to spark authentic demand.
 - Consumer shows are the only controllable word-of-mouth outlet that can create demand and credibility
- SOURCE: Reclaiming Demand by John Golick, June 2025

REGISTER TO WIN A \$500 GIFT CARD & GOLF TRIPS
All Fields Are Required To Be Eligible

NAME _____

WINNER NOTIFIED BY EMAIL - PRINT NEATLY

EMAIL _____

ZIP CODE _____

1. Your golf travel group size? ☐ 4-8 ☐ 9-20 ☐ 21-40 ☐ 41+

2. Are you the group organizer for your golf trips? ☐ Yes ☐ No

3. When is your next golf vacation? ☐ Within next 2 months
☐ Within next 6 months ☐ This Year ☐ Next Year ☐ No plans

4. Would you like more information? (check all that apply)

☐ Alabama/RTJ Trail ☐ Michigan ☐ Florida

☐ Coastal Alabama ☐ Mississippi ☐ Louisiana

☐ North Carolina Coast/Brunswick Islands ☐ South Carolina

☐ North Carolina Mountains ☐ Tennessee

You will receive an email confirmation to verify your entry into our drawing. By giving us your email, you give Let's Golf® and its partners permission to email you. You may opt out at any time.

We do not sell any names & this is not a time share offer.



The Golf Travel Market Defined...

- 12.1 million golfers include golf in their travel each year
 - 50% of the travel rounds are played in the South
 - They take 2.8 golf-related trips per year
 - 70% drive to their golf destination
 - Choose destination on price, weather and location
 - They spend an average of \$1,300 per trip
- = \$40 Billion Annual Economic Impact Nationwide
- SOURCE National Golf Foundation)



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