

SCOTTISH GOLF TOURISM WEEK

IN ASSOCIATION WITH



.....LUXE SCOT.....

 Visit
Scotland | Alba™

10-12 MARCH 2026

**KIMPTON CHARLOTTE SQUARE HOTEL,
EDINBURGH**

Connecting Businesses in the Home of Golf with the world

WELCOME

A warm welcome to the Scottish Golf Tourism Week 2026.

As Scotland's longest-running and most established B2B golf tourism event, Scottish Golf Tourism Week holds a unique and vital place in our industry calendar. This event is solely dedicated to showcasing golf in Scotland — the Home of Golf — and provides an unrivalled platform for Scottish suppliers to connect directly with buyers.

Each year our global buyers who attend are responsible for bringing an estimated 50,000 golfers to our shores, contributing significantly to Scotland's tourism economy and reinforcing our global reputation as a premier golf destination.



Scottish Golf Week is more than just a trade event — it's a celebration of our heritage, our courses, and the people who make golf in Scotland truly world-class. We're proud to continue to represent golf in Scotland in all its glory and build on its legacy, and I look forward to welcoming partners old and new to this year's event.

Warm regards,

Ross Williamson
Commercial Partnerships Manager

WHAT IS SCOTTISH GOLF TOURISM WEEK?

Since 2016 - now in its 10th year - Scottish Golf Tourism Week has provided a unique platform for businesses exclusively in Scotland to engage with international inbound golf tour operators through face-to-face meetings, familiarisation trips, golf days and nightly networking sessions.



45 COUNTRIES

from around the world are represented as international golf tour operators travel to meet with Scottish businesses at the event held at the Kimpton Charlotte Square Hotel in Edinburgh.

£215K+

FORECASTED AVERAGE
TURNOVER INCREASE

across the following three years as a direct result of the new connections formed at the event - as estimated from Scottish suppliers who attend.

MORE THAN 100

SCOTTISH SUPPLIERS

and 90 international golf tour operators take part. Attending tour operators are estimated to bring over 50,000 golf tourists to the home of golf every year.

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GROW YOUR BUSINESS

Showcase your product offering and begin building relationships with an array of international buyers, simultaneously raising the profile of your business within the industry.



CONNECT

With over 3700 face-to-face meetings taking place across the week, we provide the perfect opportunity to showcase your offerings to right people, at the right time.



NETWORKING OPPORTUNITIES

Over the week, we offer numerous opportunities to connect with buyers from around the world, both formally through meetings and informally, through golf days and nightly networking sessions.

BENEFITS OF SGTW

OUR JOURNEY ACROSS SCOTLAND

Hosting Scottish Golf Tourism Week across Scotland allows us to showcase all we have to offer in the home of golf.

From St Andrews to Inverness, Aberdeen and now Edinburgh & East Lothian, Golf is Scotland. Whether you are a small, budget-friendly hotel, distillery, experience, travel provider, or Championship golf venue, we provide a platform for businesses in every corner of the country to create new relationships, grow their status, and increase revenue.

10-12 MARCH 2026 | KIMPTON CHARLOTTE SQUARE HOTEL, EDINBURGH

EDINBURGH
2026



ABERDEEN
2025

INVERNESS
2024

ST ANDREWS
2023

The background of the entire page is a photograph of the Kimpton Charlotte Square Hotel in Edinburgh. The building is a three-story Georgian-style structure made of light-colored stone. It features a central entrance with a white door and a semi-circular fanlight window above it. To the right of the entrance are two large arched windows with white frames. Above the ground floor, there is a row of three rectangular windows. The building is set back from the street by a black wrought-iron fence. A large blue diagonal graphic element cuts across the image from the top left to the bottom right, serving as a background for the text.

2026 HOST VENUE

KIMPTON CHARLOTTE SQUARE HOTEL, EDINBURGH

Our spectacular venue for 2026 takes attendees into the heart of Scotland's capital city. Perched on the edge of a picturesque private garden in the New Town, it blends traditional glamour with the Scotland of today.

Outside, a classical Georgian exterior stands as an ode to the past, while inside, past the lobby, a glass-topped central courtyard is perfect for local professionals to do business.

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SCOTTISH GOLF TOURISM AWARDS

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The prestigious Scottish Golf Awards are now in their 13th year of celebrating and honouring outstanding achievements within the Scottish Golf Tourism industry. We exist to champion and spotlight the courses, hotels, venues, campaigns and experiences that have helped shape Scotland's reputation as a world class golfing destination.

PACKAGES

INCLUDED IN YOUR SUPPLIER PACKAGE

- A guaranteed minimum of 35 face-to-face appointments with inbound golf tour operators
- The opportunity to host a familiarisation trip to personally showcase your venue to inbound golf tour operators
- Supplier's desk and seating for up to two delegates with power supply for your pre-arranged face-to-face meetings
- 2 tickets for the prestigious Scottish Golf Tourism Awards Gala Dinner
- Meals and refreshments throughout the week



For more information and to book
your place contact Ross Williamson at

ross.williamson@dcthomson.co.uk

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86%
of suppliers anticipate a
satisfactory return on
investment having attended
Scottish Golf Tourism Week
2025

82%
of suppliers who attended in
2025 said they are planning to
attend again in 2026

93%
would recommend SGTW to
prospective suppliers, stating it's
a great way to network and
provides opportunities
and exposure

SUPPLIER INSIGHTS

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“People should attend SGTW because it is the showcase for getting your name out there and showing that Scotland is open for business. An event that shouldn't be missed, such a fine platform, because you get so many great contacts here in a very short period of time. So, it's very conducive to getting your business done efficiently.”

NEIL HAMPTON
ROYAL DORNOCH GOLF CLUB

TESTIMONIALS

“Attending and exhibiting at SGTW was invaluable as it enabled our team to meet and connect face-to-face with leading golf Tour Operators in a way that Zoom or other virtual platforms just doesn't allow. The event was a great business development opportunity for Golf Genius and without a doubt we will be there again next year. “

TOM BENTLEY
HEAD OF MARKETING, GOLF GENIUS

TESTIMONIALS

“The value for money, amount of clients you have access to, and the opportunities you get from those clients, it's a no-brainer really.”

COLIN FAIRWEATHER
LONGNIDDRY GOLF CLUB

“Superbly run event attracting all the top stakeholders within golf tourism. A fantastic opportunity to meet and connect with an entire industry in one event.”

STU FRASER
THE HICKORY GOLF WORKSHOP



HOST A FAMILIARISATION TRIP

A great opportunity to showcase your product offering directly to attending tour operators ahead of the face-to-face meetings later in the week at our host venue.

HEAR FROM TOUR OPERATORS ON WHY FAM TRIPS ARE PERFECT FOR THEM

“The FAM trip was really great. We saw some good hotels and courses that we currently use and saw some new ones too.”

“The golf courses we saw were stunning and the mode of transportation via helicopter was superb, as we could see many golf courses in one day.”

“It allows the operator to get to know the places to suggest to clients and gives us an insight into the reality of each place visited. It also allows us to establish preferential contacts with suppliers.”

97%

of suppliers who hosted a FAM Trip in 2025 stated it added more value to their experience at SGTW.

Showcasing what suppliers offer in person provides far more than just a meeting.

Register your interest to become a host venue*



TOUR OPERATOR GOLF DAY AT TRUMP INTERNATIONAL GOLF LINKS

WELCOME DINNER & DRINKS RECEPTION



SGTW 25 IN PICTURES



FAMILIARISATION TRIPS



SGTW 25 IN PICTURES

FACE-TO-FACE MEETINGS



SCOTTISH GOLF TOURISM AWARDS GALA DINNER

SGTW 25 IN PICTURES

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