

The Lead Up To The Start Of The Season: TourismusMarketing Niedersachsen GmbH presents the area as the No 1 golf destination in the North

On 16 March the TMN launched its campaign aimed at marketing golfing holidays in Niedersachsen.

Unique golf courses, splendid golf hotels and fantastic holiday offers – this is how the TourismusMarketing Niedersachsen GmbH is presenting the holiday destination of Niedersachsen to golfers in Germany just in time for the start of the holiday season.

A total of 30 hotels and 27 golf courses were encouraged to participate in this marketing drive. In collaboration with the specialist magazine, "Golf Journal", a special edition entitled "Golfland Niedersachsen" is available since 16 March 2007. This means that more than 40,000 subscribers in Germany, Austria and Switzerland will receive the 60-page copy of Golfland Niedersachsen delivered straight off the presses direct to their homes.

At the same time, from 16-18 March 2007, the TMN will be presenting the Golfing Region of Niedersachsen at the Rheingolf in Köln (Cologne), the largest German trade fair for the sport of golf, which on that weekend will turn into Europe's biggest travel agency for golfing holidays.

And as a backup to the publication in the Golf Journal, an accompanying website, www.golfland-niedersachsen.com, is now online to present the courses and clubs, the various regions with their hotels and also the offers available and the events lined up.

“We want to make Niedersachsen in Germany one of *the* places to play golf”, says Carolin Ruh, the Managing Director of the TourismusMarketing Niedersachsen GmbH (TMN). She adds: “Collaboration between hoteliers, golf course operators and golf club officials is excellent. Together we will be able to achieve our aim of establishing Niedersachsen as a leading golfing region and it seems as if we will be doing that in leaps and bounds.” It must also be mentioned that another significant partner to feature in the project’s development is the Golfing Association of Niedersachsen.

Further details can be found by visiting www.golfland-niedersachsen.com. This is where you can also request your copy of the Golf Journal.

The Golf Journal and the accompanying golf map can both be ordered on the TMN hotline, 0049 511 270 488 50, or they can be downloaded from the Internet at www.golfland-niedersachsen.com.