

Premier Golf Injects Fun at its PGA Show Booth

The company will be in booth #3672

-Press Release, Duluth, Georgia



When you visit the [Premier Golf booth](#) (#3672) in the travel pavilion area this year, at certain times you'll hear bagpipe melodies wafting through the air and see people dressed in kilts and wild patriotic costumes.

"We were looking for ways to get people excited about our package programs to the Solheim Cup in Scotland and the Open in Northern Ireland," says Ann Mabry, managing director for Premier Golf, one of the world's largest and most experienced golf tour operators. "We have a special theme for each day of the show and we think people will enjoy relaxing, having some fun and talking about golf travel."

On day one (Wednesday), you can expect the booth staff to be dressed in kilts and [Lady Bagpiper Pat](#) performing from 9 a.m. to 1 p.m. playing on the hour for ten minutes. On day two, partnering with Women's Golf and Travel, the team will be dressed in brightly colored red, white and blue costumes to celebrate the popular patriotic fashion statement at the Solheim Cup. Day three is dedicated to fully informing PGA professionals about the 4% Golf Retirement Plus program and how it can benefit the pros in meaningful and profitable ways.

"We always enjoy the PGA Merchandise Show because it's a fabulous opportunity to connect with our primary clients, PGA professionals," Mabry says. "It gives us a chance to go beyond phone calls, emails and texts to meet one-on-one with our clients to get a real sense of what they want in their golf travel experiences."

Mabry says they're particularly excited about this year's show because of the new products Premier Golf is debuting, highlighted by [escorted tours to New Zealand](#), Australia and South Africa and a golf cruise to Canada's East Coast Maritime provinces, Nova Scotia and Prince Edward Island. Visit [New Zealand](#) is partnering at the booth to provide in-depth information about the country and its many offerings.



"With the Solheim Cup at Gleneagles in Scotland, the Open at Royal Portrush, Ireland, our new trips and longtime favorite destinations, we expect 2019 will be a terrific year with plenty of time across the pond," Mabry says. "The PGA Merchandise Show is the perfect place for us to showcase our tremendous team and all we have to offer."

Premier Golf LLC is unequalled for custom international and domestic golf tours. With over 55 years of taking groups of golfers on memorable trips, we put the customer first. Our guests benefit from a full-time team in each destination who is very familiar with local golf course managers, golf professionals, caddy masters, hoteliers, and restaurateurs. Great effort goes into our annual review of hotels, assuring excellent, hand-picked accommodations and golf courses. Premier Golf LLC is a licensed package distributor of Ryder Cup, The Bandon Dunes Resort, Solheim Cup and The Open and a subsidiary of the \$700+ million Travel Incorporated of Duluth, GA. For more information, visit premiergolf.com