

## VisitScotland – Women in Golf Charter

VisitScotland, Scotland's national tourism organisation, and its events arm EventScotland, is proud to support The R&A's Women in Golf Charter.

Inclusive Tourism is one of VisitScotland's key business objectives and the organisation fully supports the Scottish Government's Inclusive Growth agenda ensuring that accessible tourism is available to everyone regardless of gender, age or physical capabilities. Our support of The R&A's Women in Golf Charter is part of this ongoing commitment. As an organisation we are committed to equality across the workplace through the Public Sector Equality Duty as part of The Equality Act 2010.

In golf, our activity to date in support of women's golf has been significant including:

- Investment in excess of £22 million in women's golf events in Scotland from 2011 to 2020
- Delivery of The 2019 Solheim Cup at Gleneagles providing a global platform for the women's game as well as a host of participation and development initiatives in partnership with key stakeholders including Scottish Golf and The R&A
- In March 2019 VisitScotland became the first organisation to launch a female-focused golf tourism campaign, entitled #HerScotland, aimed at specifically inspiring female golfers to come to Scotland to play golf
- A long-term agreement to support the regular staging of Women's Open in Scotland from 2011 to 2020
- Support of the Ladies Scottish Open since 2007, including as co-title sponsor alongside Aberdeen Standard Investments since 2015 ensuring the event is now the biggest on the Ladies European Tour outside of the Major Championships and co-sanctioned by the LPGA
- Tour partner of the Ladies European Tour since 2015
- Delivery of the first joint men's and women's event playing for equal prize money in the European Golf Team Championships as part of Glasgow 2018

Our ongoing commitment to building on these successes include:

- Maintain a world-class women's golf event portfolio in Scotland, building on the momentum from The 2019 Solheim Cup
- Consider bidding for future major women's one-off golf events such as The Solheim Cup or other innovative concepts involving mixed gender events
- An ambition to extend agreements with the Women's British Open and the Ladies Scottish Open beyond the current periods of 2020 and 2021 respectively
- Continued golf tourism marketing activity to increase the share of female golfing visitors to Scotland, which currently stands at 12 per cent of golfing visitors
- Work with golf tourism businesses in Scotland to encourage greater emphasis on female visitors

**VisitScotland looks forward to working with key partners across the golf industry to remain at the forefront of the growth of women's golf on a global stage**



**Paul Bush**  
Director of Events