



Your Golf Travel USA invests in rival Premier Golf with the vision to scale up travellers to the UK post Brexit

The US arm of the World's largest golf holiday business has made an investment in Premier Golf - the oldest golf travel company in America.

Your Golf Travel and Premier Golf have joined forces in a move that will allow them to scale the business significantly in the North American market, offering the premium booking solution with unrivalled choice across the globe to the 30 million-plus golfers that live in the United States and take advantage of new opportunities post-Brexit.

Founded in 2005 in London, Your Golf Travel's investment in Premier Golf is part of its ambitious internationalisation plans for the future and to build on its mission to make its customers the happiest and inspired golfers on the planet. The partnership will support the continued development of the Premier Golf brand; the breadth of destinations on offer and grow the number of US golf travellers that the Premier Golf team looks after annually in a market valued at \$21 billion.

"We are delighted to be partnering with Premier Golf's management team to grow and scale the brand further" said Co-Founder and Group CEO Ross Marshall. "We have developed a special relationship with them over the last 15 years, and are hugely impressed by their passion for the business, their exceptional levels of customer service and flair for creating unforgettable golfing experiences. We will now be sending thousands more US golfers per year over the pond to explore the UK and Ireland, which has to be a real positive in post-Brexit Britain."

Based in Atlanta, Georgia, Premier Golf has built a brand over the last 32 years that has become renowned for the quality of the experience and service that it provides to its customers. Initially focussed on international travel to Scotland, Ireland, England, Spain, Portugal and Wales, Premier Golf has developed a strong domestic offer based on a select range of destinations in North America. Ann Mabry, Managing Director of Premier Golf said, "We are tremendously proud of what we have achieved for our customers over the last 32 years. The quality of service we offer, our selection of destinations and the personal touch that we add to every trip is at the heart of what we do. We are extremely excited about the opportunity to continue on this journey with support from the team at Your Golf Travel who are as passionate about our business as we are."

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About Your Golf Travel: Your Golf Travel has been at the forefront of the world golf travel market for more than a decade now, during which time the company has overseen and coordinated bookings and tee-times to over 3,000 destinations in 24 countries worldwide for a phenomenal 200,000 plus golfers every year. Your Golf Travel Ltd Cloisters Court, 22-26 Farringdon Lane, London EC1R 3AJ Tel: +44 (0)20 7336 5473 Fax: +44 (0)20 7336 5390 Company No.: 0640993

About Premier Golf: Premier Golf, LLC is the most experienced golf travel company in America, founded in 1988 and headquartered in Atlanta, Georgia. Premier Golf offers its clients bespoke golf travel to a select range of destinations in Scotland, Ireland, England and Wales, Europe, North America, South Africa, New Zealand and Australia. In addition, they are experts in the world of golf event travel having sent over 40,000 people to golf's greatest events by chartering cruise ships, planes and hospitality tents to create exclusive opportunities for the golf enthusiast. As well as being the exclusive provider of Ryder Cup packages for the PGA of America since 1991.

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