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## **PGA TOUR signs multi-year partnership with Barbados Tourism**

*Caribbean nation to be promoted across PGA TOUR landscape as Official Marketing Partner*

**PONTE VEDRA BEACH, Florida and BRIDGETOWN, Barbados** – The PGA TOUR and Barbados Tourism Marketing Inc. (BTMI) today announced a multi-year Official Marketing Partnership that designates the country’s tourism arm as an Official Tourism Sponsor of the PGA TOUR and PGA TOUR Champions.

The agreement, through 2027, will see Barbados Tourism engage across the PGA TOUR landscape, including through digital activations and creative content as well as at PGA TOUR tournaments. The partnership will showcase Barbados as a world-class destination for business, recreation and leisure.

“We are pleased to welcome Barbados Tourism into our PGA TOUR family as an Official Marketing Partner and introduce our players and fans to this country’s rich culture,” said Brian Oliver, PGA TOUR Executive Vice President, Corporate Partnerships. “Some of the best golf courses in the Caribbean call Barbados home, and we look forward to showcasing the island as a premier tourist destination to our fanbase.”

Barbados’ stunning tropical golf courses are designed for beginners and professionals alike. With ideal weather, stunning views and perfectly-kept greens, Barbados is a golfer’s paradise. The island is home to seven world-class courses, including Westmoreland, Apes Hill, Barbados Golf Club, Rockley Golf Club, Sandy Lane Old Nine, Sandy Lane Country Club and Sandy Lane Green Monkey Golf Course.

Barbados previously hosted the World Golf Championships-Barbados World Cup in December 2006 at Sandy Lane Resort. Germany’s team of Bernhard Langer and Marcel Siem defeated the Scottish duo of Colin Montgomerie and Marc Warren on the first playoff hole to win the tournament’s 52nd overall playing.

“We are proud to be the first island within the Eastern Caribbean to have this type of partnership with the PGA TOUR brand. This collaboration marks a significant milestone in our ongoing efforts to show the world that Barbados is a prime luxury sporting destination,” said Shelly Williams, Chair, Barbados Tourism Marketing Inc. “I am confident that this high-level partnership will align the destination’s profile with global fans and sports enthusiasts through the prestigious platform of professional golf.”

Williams added that this partnership will further connect Barbados with the highest-valued business and leisure audience in global sports, which will have increased economic benefits for the island’s tourism industry.

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## **About PGA TOUR**

By showcasing golf's greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. TOUR members represent the world's best players, hailing from 29 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel and video streaming service on ESPN+.

Internationally, PGA TOUR coverage is available across 200+ countries and territories in 28 languages via 44 broadcast and digital partners. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$3.64 billion.

Fans can follow the PGA TOUR on the new PGA TOUR app and PGATOUR.COM, and on social media channels, including [Facebook](#), [Instagram](#) (in [Spanish](#), [Korean](#) and [Japanese](#)), [LinkedIn](#), [TikTok](#), [X](#) (in [English](#) and [Spanish](#)), [WhatsApp](#) (in [English](#) and [Spanish](#)), [WeChat](#), [Weibo](#), [Toutiao](#), [Douyin](#) and [LINE](#).

## **About Barbados**

The island of Barbados is a Caribbean gem rich in cultural, heritage, sporting, culinary and eco experiences. It is surrounded by idyllic white sand beaches and is the only coral island in the Caribbean. With over 400 restaurants and eateries, Barbados is the Culinary Capital of the Caribbean. The island is also known as the birthplace of rum, commercially producing and bottling the finest blends since the 1700s. In fact, many can experience the island's historic rums at the annual Barbados Food and Rum Festival. The island also hosts events like the annual Crop Over Festival, where A-lists celebrities like our very own Rihanna are often spotted, and the annual Run Barbados Marathon, the largest marathon in the Caribbean. As the motorsport island, it is home to the leading circuit-racing facility in the English-speaking Caribbean. Known as a sustainable destination, Barbados was named one of the world's Top Nature Destinations in 2022 by the Traveler's Choice Awards' and in 2023 won the Green Destinations Story Award for Environment and Climate in 2021, the island won seven Travvy awards.

Accommodations on the island are wide and varied, ranging from picturesque private villas to quaint boutique hotels, cozy Airbnbs, prestigious international chains and award-winning five-diamond resorts. Travelling to this paradise is a breeze as the Grantley Adams International Airport offers a variety non-stop and direct services from growing U.S, U.K., Canadian, Caribbean, European, and Latin American gateways. Arriving by ship is also easy as Barbados is a marquee port with calls from the world's best cruise and luxury liners. So, it's about time that you Visit Barbados and experience all that this 166-square-mile isle has to offer.

For more information on travel to Barbados, visit [www.visitbarbados.org](http://www.visitbarbados.org), follow on Facebook at <http://www.facebook.com/VisitBarbados>, and via Twitter [@Barbados](#).