

The World's Oldest Golf Course, launches Drive it Home for Visit Scotland

VisitScotland has launched its biggest ever golf promotion at the oldest golf course in the world; The Old Course on Musselburgh Links.

This year's Drive It Home encourages golfers from around the world to register on www.driveithomescotland.com to win free tee times at 57 top courses throughout Scotland, with over 250 tee times up for grabs. It builds on the success of last year's promotion, with the added incentive of the chance to play with Ryder Cup legend Sam Torrance and win tickets to The Open.

The promotion was launched at Musselburgh Old Course Golf Club, by the club's most promising young player, eleven year old Joanne Free. The Musselburgh youngster is no stranger to golfing success, already notching up a number of top place finishes across Scotland in the junior ranks.

This year's promotion runs until the end of April. Tee times come from a mixture of renowned world class courses including Gleneagles The PGA Centenary Golf Course, home of the 2014 Ryder Cup, Turnberry Ailsa course, The Torrance at Fairmont St Andrews to lesser known hidden gems including Ferntown Golf Course in Crieff and the Wigtownshire County Golf course.

Sam Torrance, VisitScotland's golf ambassador, said: The Drive It Home promotion is the perfect reason for both international and UK golfers to visit the Home of Golf in 2010. Scotland is the undisputed Home of Golf – we have the best courses in the world and facilities that are second to none and will again be firmly on the golfing map this year with the 150th anniversary of the Open.

Scotland has over 550 courses the length and breadth of the country, the difficulty golfers have when visiting is choosing their favourite!

Robin McGregor, Musselburgh Old Course Golf Club secretary, said: Musselburgh Old Course Golf Club is excited to be involved with the Drive it Home 2010 campaign. We look forward to the opportunity to welcome visitors to The Cradle of Golf and personally show guests around our unique club house. It's our hope that all visitors to Scotland experience the world-class golf on offer – but also take away with them, a true sense of the golf heritage and tradition that can be found by visiting East Lothian and playing our courses. No visit to Scotland is complete without playing the world's oldest golf course.

Tony Jacklin will be playing on the World's Oldest Golf Course later this year with Hickory Clubs when he takes part in The Scottish Golf Heritage Festival; a golf tournament July 9–12, 2010. This year the festival celebrates the 150th Anniversary of The Open and the first Open champion Willie Park Senior. Golfers can register teams, book accommodation and transfers all by visiting www.golfworldsoldest.co.uk.

The Drive It Home promotion is open to golfers from the UK, Sweden, the United States and Canada. Last year, over 4000 international golfers logged onto the website to claim a free four-ball.

This year's Drive It Home website includes offers from hundreds of tourism businesses in Scotland, including 60 accommodation providers and travel operators.

For additional holiday information or things to do away from the golf course log onto www.visitscotland.com/whiteinvite.

ENDS.

Visit Scotland

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Musselburgh Old Course Golf Club

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Notes to Editors

- For details of the Drive It Home promotion, go to www.driveithomescotland.com
- Golf courses included in the campaign include: Aboyne Golf Course, Alloa Golf Course, Brora Golf Course, Castle Park Golf Course, Cawder Golf Course, Keir Golf Course,

Craigielaw Golf Course, Ferntower Golf Course, Cruden Bay Golf Course, Duff House Royal Golf Course, The Duke's, Dunblane New Golf Course, Braid Hills Golf Course, Carrick Knowe Golf Course, Kittocks, The Torrance, Carmuir's Golf Course, Corbie Hill Golf Course, Belleisle, Dalmling, Girvan, Maybole, Seafie, Darley, Fullarton, Lochgreen, Gleneagles The King's, The Queen's and The PGA Centenary Golf Course, Laird's Golf Course, The Bruce Golf Course, The Montgomery Golf Course, Kintore Golf Course, Loch Ness New Golf Course, Spey Valley Golf Course, Machrie Golf Course, Dalmahoy East Golf Course, The Medal Course, The Ashludie Course, The Broomfield Golf Course, The Medal Golf Course, Moray Golf Club Old and New Course, Musselburgh Old Course Golf Club, Nairn Dunbar Golf Course, Peterculter Golf Course, Pitlochry Golf Course, Portland Course, Royal Troon Old Course, Stirling Golf Course, Tain Golf Course, Turnberry Ailsa Course, Turnberry Arran Course, Westerwood Golf Course, Wigtownshire County Golf Course, Whitekirk Golf Course

- For details of the Winter White campaign go to www.visitscotland.com/whiteinvite
- VisitScotland is Scotland's national tourism organisation.
- For VisitScotland's press releases, tourism statistics and frequently asked questions go to <http://www.visitscotland.org/>
- For holiday information on Scotland go to www.visitscotland.com
- For details on Musselburgh Old Course Golf Club or The Scottish Golf Heritage Festival go to www.golfworldsoldest.co.uk