

## SUMMARY

In 2006 two important international golf tournaments were organized and supported by the provincial government of Lower Austria: the *BA-CA Austrian Golf Open 2006* men's tournament within the frame of PGA European Tour and the *Siemens Ladies Golf Open 2006* tournament with the best women golf professionals of Europe.

The project "golf-sports-events in Lower Austria" has set itself one goal with two studies: to analyse the tourist and economic effects of the *BA-CA Austrian Golf Open 2006* and of the *Siemens Ladies Golf Open 2006*.

### RÉSUMÉ:

The *BA-CA Golf Open 2006* PGA tournament and the *Siemens Ladies Golf Open 2006* women's tournament have a high advertising effect for the Golf-Country Lower Austria and contribute to a high tourist image gain for the province of Lower Austria.

Almost exclusively domestic spectators of whom a high share come from the region of the event watch an international group of players being the world's best golfers and belonging to the European elite of women's golf.

Mainly active golf players get enthusiastic about both tournaments. In most cases they consist of invited guests who watch the competitions.

Both tournaments contribute only to a limited extent to an increase in regionally bound added value.

The twin businesses of Golf-Country Lower Austria have not really adjusted themselves sufficiently enough to the needs of the tournaments.

The analyses reveal that both events have tourist and economic potential which, however, have not yet been fully exploited. Optimization in product design and in marketing could lead to better regional-economic success. The organizer, the twin businesses of Golf-Country Lower Austria and the regional tourist system are called upon to accept the challenge.