



Hanse Golf

The Golf Show in Northern Germany

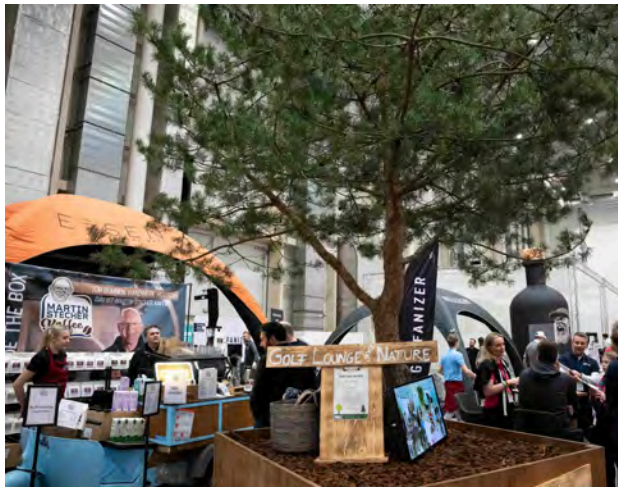
BECOME AN EXHIBITOR!

12 - 14 FEBRUARY 2027
HAMBURG MESSE



hansegolf.com





IMPRESSIONEN & FEEDBACK



PRODUCT GROUPS

EQUIPMENT / FASHION · COURSES/CLUBS · GOLF TOURISM

RESORTS / HOTELS · TRADE

GOLF COURSE FACILITIES · TRAINING / CLINICS

MAGAZINE / MEDIA · SERVICES

ASSOCIATIONS / INSTITUTIONS · ART / LIFESTYLE

WELLNESS / FITNESS / HEALTHCARE

FACTS! FACTS! FACTS!

TRADE FAIR VISITORS
16,600

Decision makers, Professionals, Amateur athletes, largest concentration of golf players

TRADE EXHIBITORS
200

National, International

TOP BRANDS
+20

Callaway, PING, Titleist, JuCad, Srixon, Trackman, Robinson, Golfamore, GC St. Pauli, Puma

CLIENT SATISFACTION
98%

Exhibitors and Visitors want to visit the Fair in the next edition.

TOP DECISION-MAKER ON-SITE

Association-Club/President, CEO, Manager, Functionaires

GOLF CLUB PRECENSE
100%

Advertisement in nearly every Golf Club in northern Germany

COVERAGE GOLFMEDIA

GOLFMAGAZIN, GOLFPOST, GOLFPUNK, GOLFTIME, CLUBMAGAZINE, PERFECT EAGLE, SIMPLY GOLF

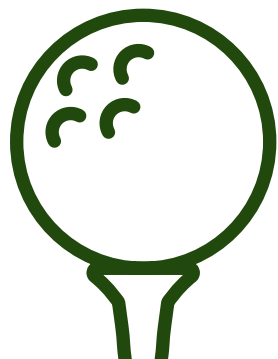
COVERAGE LOCAL MEDIA

HAMBURGER ABENDBLATT, SPORTING HAMBURG, ALSTER-MAGAZIN, ALSTERTAL MAGAZIN, HAMBURG.DE

SOCIAL MEDIA
#HANSEGOLF

EXHIBITOR NEWS EUROPE

Marketplace for europe wide product launches



94%

of the visitors will visit Hanse Golf 2027 again.

85%

of the exhibitors rated the quality of the visitors with very good to good.

93%

of the exhibitors plan to exhibit again and rated the fair as very good to satisfying.

HANSE GOLF 2026 - Golf Industry meets in Hamburg

Convinces all along the line.

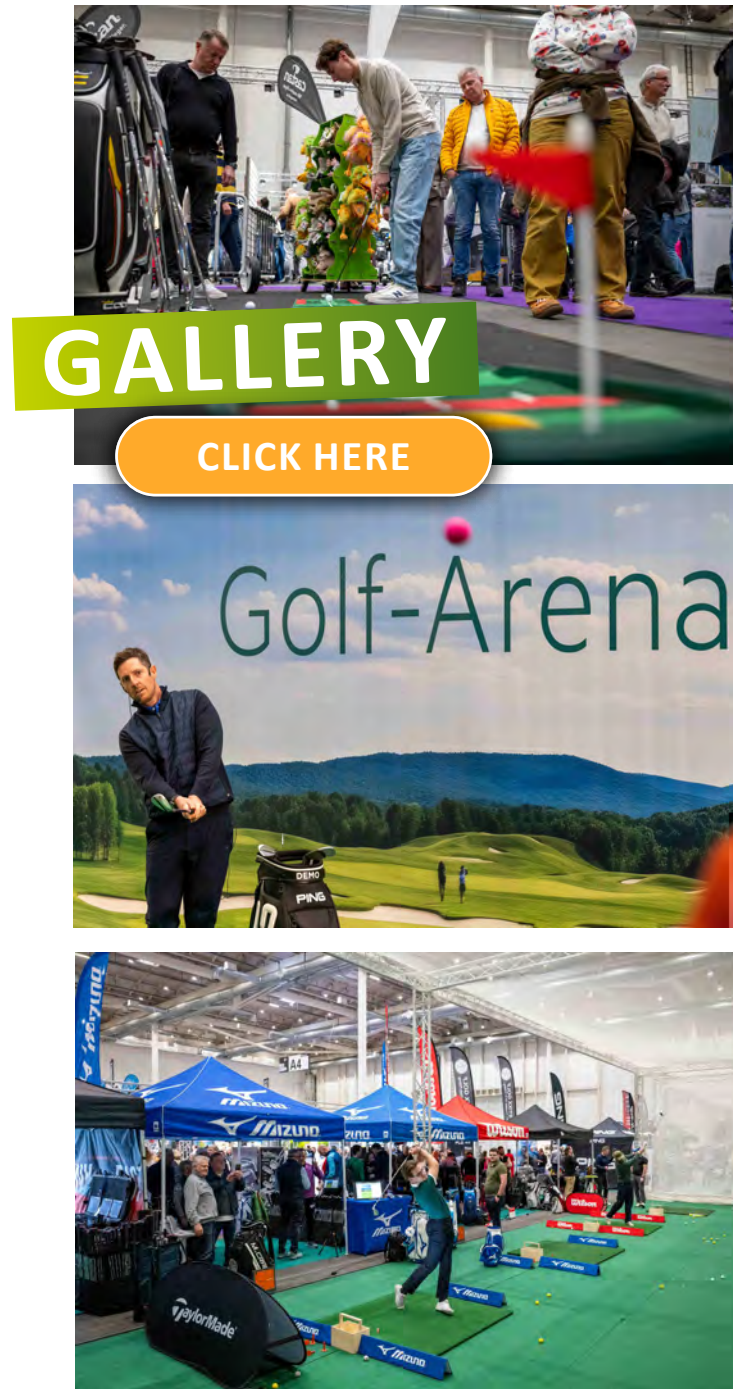
Hanse Golf 2026 has once again impressively proven why it is considered Germany's largest golf trade fair. From 13 to 15 February, the grounds of the Hamburg Messe und Congress were transformed into a lively meeting place for the golf scene. Despite adverse weather conditions, around 16,600 visitors took the opportunity to experience innovations, equipment, travel and services related to golf up close.

With around 200 exhibitors from 17 nations, Hanse Golf once again offered an impressive international variety this year. Leading brands, renowned golf destinations, coaches, golf clubs and service providers presented their latest products, trends and offers.

The exhibition halls were well attended on all three days, and the mood was consistently positive.

The personal advice at the stands, the opportunity for direct product comparisons and the diverse supporting programme were particularly appreciated. For many visitors, Hanse Golf traditionally marks the start of the new golf season – and the interest in new products and attractive trade fair offers was correspondingly high. The conclusion is also very positive on the exhibitor side.

Hanse Golf reaffirms its position as the central indoor event for all those who share the fascination of golf - a place where passion, community and experience are central.





HIGHLIGHTS & PROGRAM



EXTRACT OF THE ACTUAL BRANDS AT HANSE GOLF



Titleist®



TaylorMade®

castan®
Wir machen Sieger.
castangolf.de

bilyana
GOLF URLAUB



GOLF'N'STYLE
GÄSTE- UND REISEMAGAZIN FÜR GOLF

KRAMSKI PUTTER

GOLF FLEESEENSEE

PING

Golfamore.

Private Greens®
www.private-greens.de



golfküste*
schleswig-holstein



E7SEN
indoor golf

Spa&GolfResort
Weimarer Land

JuCad®
Das Original



SRIXON® | CLEVELAND® GOLF | XX10

TRACKMAN

PAUL
DYER
GOLF
...simply better golf.

classic golf tours® 30 JAHRE
exklusive golferlebnisse weltweit EST. 1994

ROBINSON®
Zeit für Gefühle

GolfPost
ACTUELL. DAZUHOERIG. NAH.

Golf Magazin

OUR POWER-PACKAGES FOR THE GOLF INDUSTRY

- **PARTICIPATION INCL. STAND CONSTRUCTION**

beginning from €133 per sqm. (row stand)

- **INDIVIDUAL SPONSORINGS**

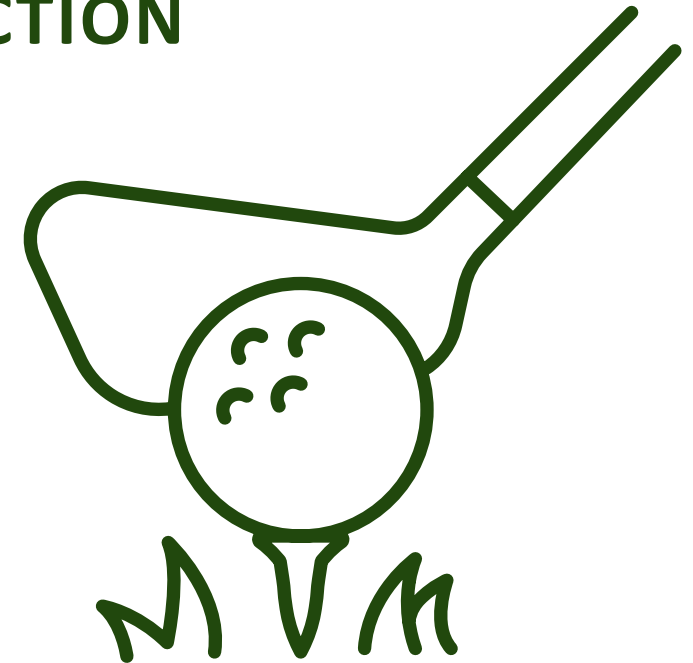
Feel free to contact us! We will prepare an offer for you according to your needs.

- **PRINT AND ONLINE**

The Hanse Golf is accompanied by various print and online formats. (for example: exhibition magazine, Hanse Golf digital, Hanse Golf App, Instagram, Facebook, ...) We give your products a plug!

- **SPECIALS FOR GOLF CLUBS**

Presenting yourself as a golf club to potential members or green-free players has never been so easy!
We will be offering tailored specials!



WE PUT YOUR COMPANY

AND BRANDS EFFECTIVELY INTO SCENE!

SEE YOU IN HAMBURG!

WE ARE ALWAYS AVAILABLE FOR YOU AND ARE LOOKING FORWARD TO RECEIVING YOUR COMMENTS

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More information about Hanse Golf can be found on our website

🌐 www.hansegolf.com

and on our social media channels.



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