



Marketing through Online Booking and Tee Time Management
GCMA Conference
15th November 2011

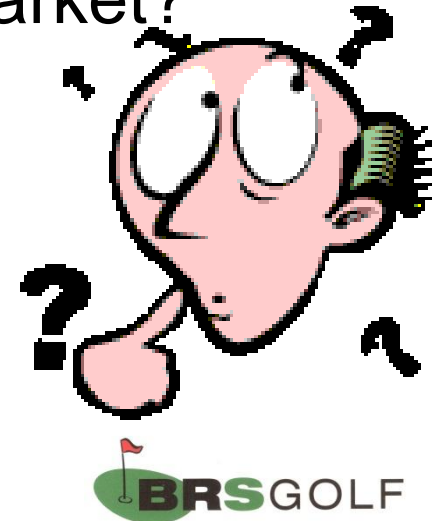
Dr Brian Smith

Background

- BRS Golf was founded by Brian and Rory Smith(BRS) in 2003
- Over 600 clubs now use BRS Golf throughout UK and Ireland
- 65/35 split between members clubs and proprietary
- 240,000 Members are booking online
- £6.4M online visitor revenue in 2011
- In peak months 1.5M bookings through system

5 Key Questions

- **Why** – **Marketing and Online Booking?**
- **Who** – Do we target?
- **When** – Is our course available?
- **What** – Do we market / Offer?
- **How** – Do we reach that target market?



Why – Marketing?

- The market has changed for most Golf clubs:
 - The number of members has decreased.
 - The number of nomads has increased.
 - Society / Corporate numbers are down.
- You can no longer wait for new members and visitors to walk through the door.
- Clubs need a strategy that includes:
 - Reaching out and attracting new golfers.
 - Being proactive.
 - Hooking them into playing regularly.
 - Converting a % into members.

Why – Marketing?

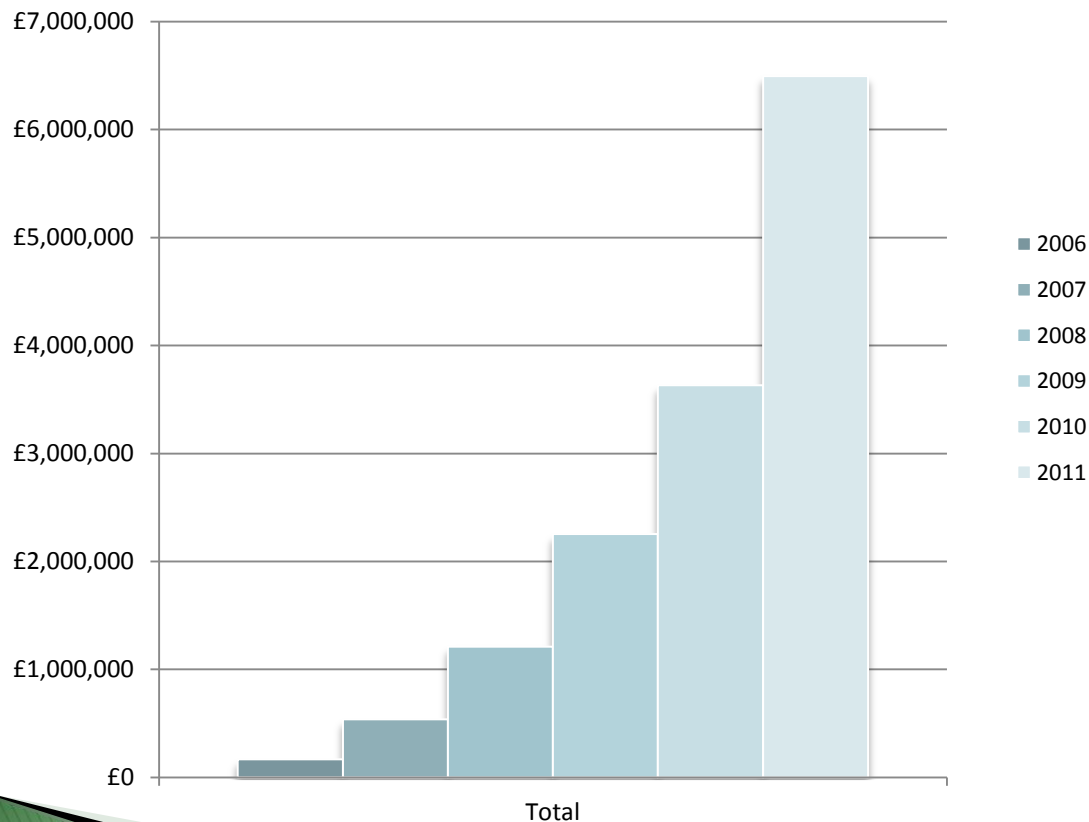
- Case Study – Galgorm Castle GC
 - In 2011 – 30 new members introduced as a result of targeted emails to members of societies, corporate groups and golfers that have played the course.

Why – Online Booking and Tee Time Management?

- You can market your club efficiently and cost effectively!
 - It gives you management information.
 - It allows you to build a marketing database.
 - It turns your website into a sales tool through online booking.
 - It allows to you to vary pricing and publish these instantly online.
 - It allows you to market.
 - It allows you to work directly with 3rd parties without a management overhead.

Why – Online Booking and Tee Time Management?

BRS - Growth in Online Booking Revenue



70-80% Growth / Year

£15,000 per club 2011

270,000 Golfers 2011

53% of bookings outside office hours 2011

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Who do we target?

- Golfers that play our course.
- Golfers that are part of a Society.
- Golfers that are in a Corporate day.
- Golfers in a 20-30 mile radius.
- Casual golfers.
- Gather email addresses and mobiles from all points of contact at the club.
- Online booking gathers these automatically.
- Introduce incentive schemes.
- Train your staff to be part of this process.

Who do we target?

- Case Study – Galgorm Castle GC
 - In 3 years - Grown the visitor database from 500 to 2500 emails and mobiles.
 - 85% of Members Emails and mobiles
- Stats
 - Of the top 5 clubs selling 80k to 100k online through BRS
 - They have a contacts database greater than 5000 emails and mobiles.

Demo ??

1. Book a society.
2. Adding a Contact.

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Demo

1. Usage Report

FGS Golf Industry Report – Ireland

Commissioned by the Irish Golf Industry

Key Conclusion:

“Golf clubs with increasing revenues in 2009 were more than **twice as likely** to employ a yield management strategy compared to golf clubs with decreasing revenues.”

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What – Do we market / Offer?

- Golf Only
- Online Only Rates
- Golf and a Bacon Sandwich (Packages)
- Open Competitions.
- Membership offer.
- Variable pricing throughout the week.

Demo

1. Setting up times for sale.
2. Setting up price
3. Setting up a package.
4. Go the website to see.

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Demo

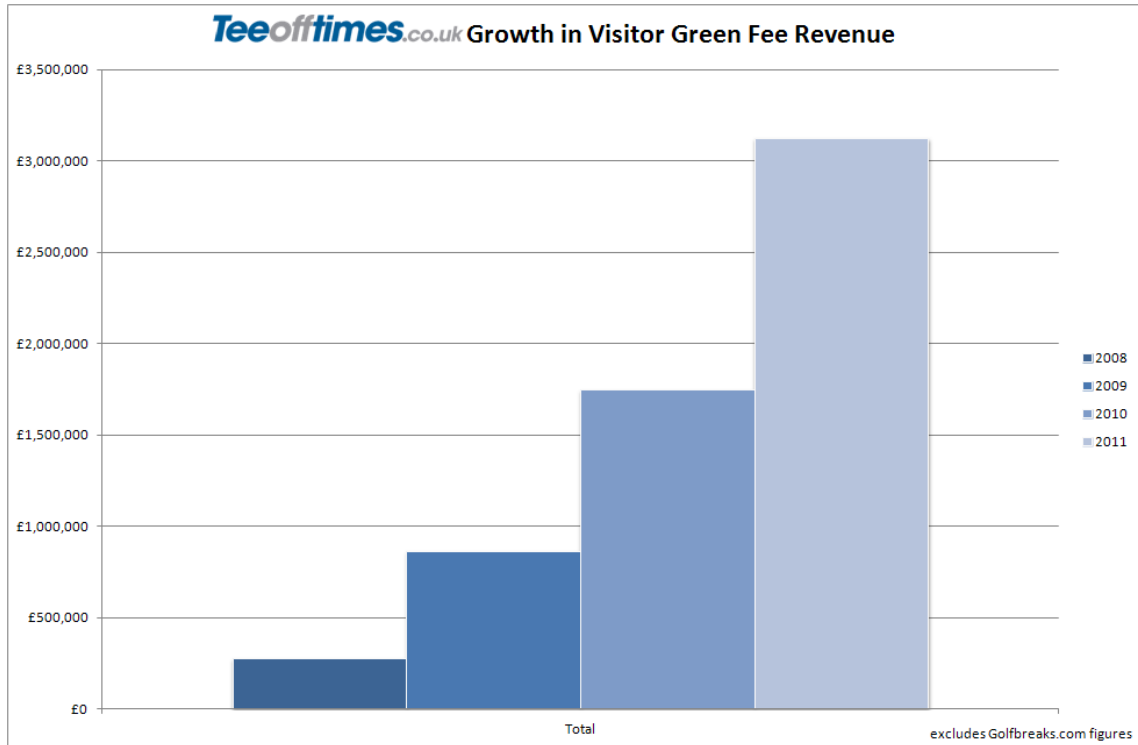
1. Send an SMS / Email
2. Make a Booking Online.
3. Showing this in the admin Module
4. Contacts database

How – Do we reach that target market?

- Case Study – Galgorm Castle GC
 - 1st Week in November 2011
 - One Text Message sent to all society organisers:
 - Within 2 minutes the phone was going
 - Within 10 minutes 4 bookings had been taken.
- ▶ Case Study – Pleasington GC
 - Had a cancelled Society worth £1,200. They put the Tee Times up for sale. Emailed their database and amazing sold £1,400 worth of tee times on the same day plus Food and Beverage.

How – Do we reach that target market?

Extend our reach - 3rd parties



3rd parties
2011 - 20% of bookings.
through BRS.
Approx. £3,000 per club.

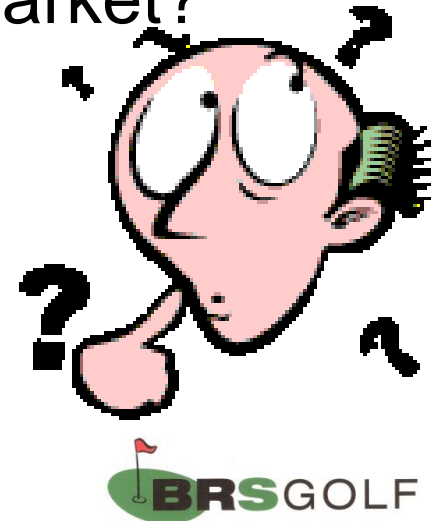
TOT
94% Growth last Year

94% bookings
within 7 days

66% Mon-Fri

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Summary

- If you want to market your course, increase revenue, attract more members and visitors and avoid busy members time.
- To do this efficiently and cost effectively you need seriously consider a Tee Time Management System and Online Booking.
- It is an investment that will pay off!