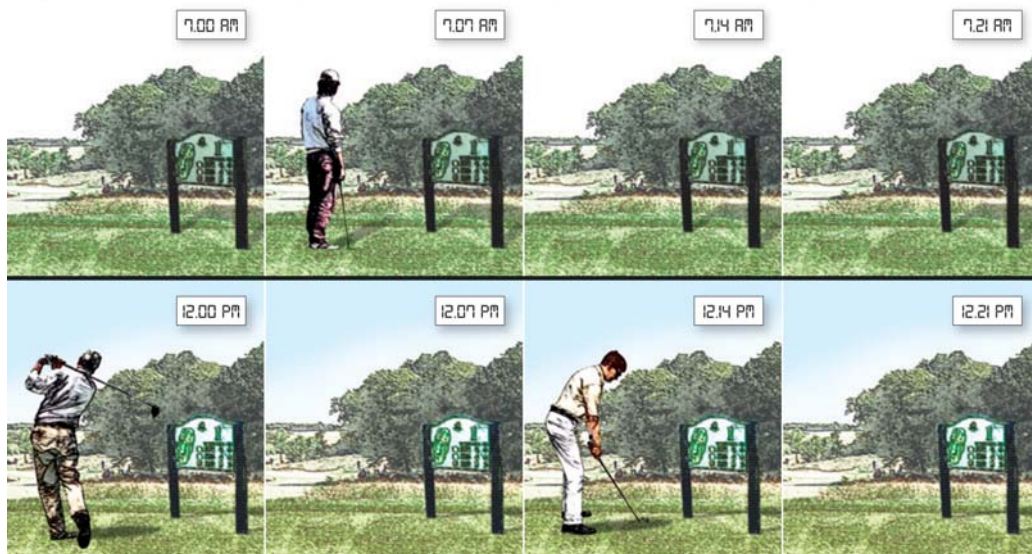


"This service makes perfect sense - it's what the airlines and hotels have been doing for years." Ian Burns, Director of Golf at Marriott Forest of Arden



Does your 1st tee look like this?



Teeofftimes.co.uk can get more golfers on your course.

Teeofftimes.co.uk: making a real difference

Only a short while ago, all sorts of companies were offering to market golf clubs' tee times. Now only the strongest, most effective operators are left and with clubs needing to drive extra sales from green fees, it's worth knowing one is striking out from the pack: Teeofftimes.co.uk.



Developed by Europe's largest golf travel company, Golfbreaks.com, Teeofftimes.co.uk has certain advantages that are already making a big difference to over 300 golf clubs.

Teeofftimes.co.uk delivers on its promises

- First and foremost, Teeofftimes.co.uk really works; it's already sold over 20,000 tee times and of those:
- 85% are made within 7 days of travel
 - 70% are midweek bookings
 - 67% are afternoons, ie. 12pm onwards.

Golf shouldn't be sold too cheap

Teeofftimes.co.uk works on a commission only basis, ie. no sale, no fee. Teeofftimes.co.uk believes that a fair price should be paid for a tee time booking, and while marketing initiatives and yield management (peak and off peak rates) are essential tools, that doesn't mean that green fees should be sold at any cost. If your course can offer a quality golfing experience compared to others in the area, Teeofftimes.co.uk will work harder to promote your times at prices that reflect that quality positioning.

Teeofftimes.co.uk works harder

At Reigate Heath, there was an assumption based on past experience that tee times at nine hole courses were very difficult to sell. With hardly any times sold online the club was told the only option was rock bottom prices. But then the club started working with Teeofftimes.co.uk and in March alone via a pre-season marketing initiative, the club has had 9 online bookings bringing in 25 people, several hundred pounds in green fees and the same again in bar and restaurant sales. More bookings are being made in April, and the club manager Richard Arnold is delighted: "Based on past experience I was skeptical, but Teeofftimes.co.uk really works. Our objective is less about price at this point, and much more about getting more people to come and try the course. Once they do that, they realise it's a great experience and come again."

"Teeofftimes.co.uk has really contributed to increasing the number of off peak golfers throughout the year."

Scott Graham, General Manager, Farleigh Court GC

Bookings are made in real time

Another fundamental difference is that Teeofftimes.co.uk will work with the market leading BRS Golf online tee booking system, a factor that appealed hugely to Andrew Cook, Director of Golf at Aldwark Manor Golf and Spa Hotel - a Q Hotel: "Teeofftimes.co.uk really does work, so there's no work for me at all - I just get the e-mails confirming the booking details and together Teeofftimes.co.uk and the BRS Golf system take care of everything else."

The net result for Aldwark Manor, Reigate Heath and the other 300 clubs that Teeofftimes.co.uk is working with, is that they are selling previously unsold tee times, increasing casual green fee business, retaining control of times and rates, driving up income through other sales points and keeping members happy by avoiding time conflicts.

In short, if your club wants to sell its spare tee times, Teeofftimes.co.uk is the best tee time marketing partner you can have.

CONTACT DETAILS:

Telephone: 0845 675 6004
 Email: golfclub@teeofftimes.co.uk
www.teeofftimes.co.uk

So BRS Golf and Teeofftimes.co.uk have teamed up to offer your club precisely what it needs to increase your green fee, Pro Shop, bar and restaurant profits. Give us £1,000 of tee times to sell and at no cost to your club:

- We will supply and install the market leading BRS Golf Tee Time Manager (worth £1,000) so that you can immediately start using the system to your club's advantage
- Teeofftimes.co.uk, the UK's fastest growing marketing channel, will start selling the £1,000 of tee times via their online marketing channel at zero commission (normally 20% commission)
- You stay in complete control by deciding which tee times you want to market.

BRS Golf and Teeofftimes.co.uk are fully integrated products so the bookings are made in real time: no work for you, no double-bookings and everything updates automatically. If you'd like to know more about the easiest way to market your tee times, please contact:

- » Bob King at BRS Golf on 07976 111206, e-mail robert.king@brsgolf.com
- » Rob Saunders at Teeofftimes.co.uk on 0845 675 6004, e-mail rsaunders@teeofftimes.co.uk