

GO PLAY

A COURSE PARTNER COMMUNICATION FROM GOLFNOW

FEATURE

“I GolfNow because ...”

Reaching golfers across
the airwaves

ALSO IN THIS ISSUE

“Star My Course” Golf Advisor
promotion

Q&A with Matt Brown, Senior Market
Sales Manager, Atlanta

How the upcoming Olympics
are affecting GolfNow trends



“I GOLFNOW BECAUSE ...”

Reaching golfers across the airwaves

Connecting golfers with the game is our primary goal, which benefits all of our course partners. GolfNow’s latest series of television and digital ads is designed to do just that.

The “I GolfNow because ...” campaign is based on actual experiences we heard from real golfers. In the premiere spot, a golfer shares his love for the game while explaining that he has other priorities to balance in his life. He explains how GolfNow helps him find the time for golf within his schedule, ensuring that he does not miss important family activities, like dance recitals and date nights.

“We’re keenly aware that golfers’ connection to the game is unique among sports, and part of our mission is to help them stay connected,” said Jeff Foster, senior vice president of GolfNow. “No one else offers the value, selection, convenience, rewards and peace of mind with ‘Worry-Free Tee Times™’ that we do, which make it easier for anyone to play golf.”

Future commercials will feature different golfer stories, including a retired golfer committed to playing the game within his budget and a group of friends playing for weekly bragging rights. Look for those spots airing later this year. ■



Dedicated to supporting
golf courses: a Q&A with

MATT BROWN

Atlanta Market Sales Managers Matt Brown (left) and Trey Scott in the GolfNow Caddielac.

This guy! →

Matt Brown, GolfNow senior market sales manager, was committed to helping courses even before joining our team. At the NGCOA Georgia, he represented the concerns and interests of course operators wherever possible. In his current role, Matt is able to apply his knowledge to the needs of golf courses throughout the southeastern U.S.

Q: HOW DOES YOUR EXPERIENCE WITH THE NGCOA BENEFIT COURSE OPERATORS IN YOUR CURRENT POSITION AT GOLFNOW? A: I think the biggest benefit is being able to develop a good sense of what course operators deal with on a daily basis. They know that I understand what it's like on their side of the desk, and what's important to me is that owners know I have their best interests in mind. My focus is on their rounds and revenue and how to make their operation more profitable.

Q: WHAT SIMILARITIES HAVE YOU SEEN BETWEEN THE TWO POSITIONS? A: The first thing that comes to mind is the interaction with the course operators. It's great to sit down with them and have in-depth discussions about their business, hear about the issues and/or difficulties they're experiencing and share with them what I am learning from other courses.

And the other similarity is getting to work with incredibly supportive groups in both positions. I was very lucky to have terrific colleagues at the NGCOA, and I cannot say enough about the GolfNow team here on the Gulf Coast and in Orlando.

Q: WHAT ARE THE BIGGEST CHALLENGES YOU HEAR ABOUT FROM OPERATORS? A: The time crunch and being under-staffed—those are definitely two of the most common experiences. I frequently talk to course operators who are doing two to three jobs themselves and who have four staff members doing the work of eight or ten people.

But I also hear from them about how they hope to grow their operations, add staff members and continue providing a great golf experience, even if they don't yet have the resources. It's a difficult job, but their commitment always comes through.

Q: WHAT IS THE BEST PART ABOUT WORKING CLOSELY WITH GOLF COURSE OPERATORS? A: Without a doubt, being able to meet with them in their "office"—overlooking the 18th hole or the putting green—is one of the great highlights. And watching how they interact with the customers and members is always fun. These are real people who have a passion for the game of golf and building that relationship to grow the game one course at a time is rewarding. ■



Global Game

With just more than a month until the first tee is stuck in the ground during official golf competition at the Rio Olympics, GolfNow is seeing positive trends for the sport among its golfers around the world.

So far this year, golfers from more than **140 countries**—significantly more than the 35–40 countries that will compete in golf at the Rio Olympics—have booked nearly **700,000 rounds of golf** through GolfNow, representing a 13% increase over the same period last year. Great Britain leads the way with more than 6,000 golfers booking nearly 80,000 rounds via GolfNow, an increase of 65%. ■

Ratings on the RISE

Golfers are a dedicated bunch, and when they find a great golf experience, they feel compelled to share. That's why Golf Advisor has been growing at a rapid clip, recently surpassing a half-million reviews that offer firsthand information about course conditions, difficulty, customer service and more.

Managing your course's online presence should include monitoring what golfers are saying and actively engaging with golfers. Thank them for their good reviews and work to make any negative experiences better.

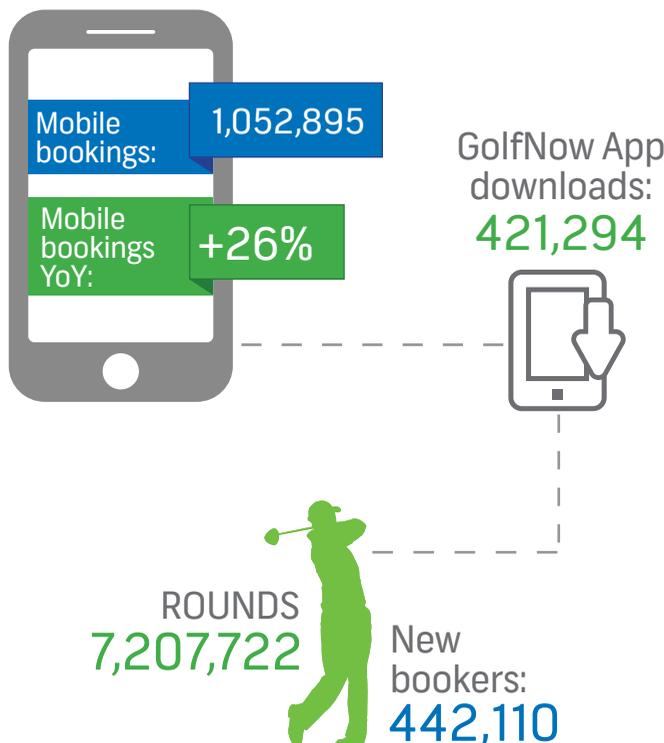
Golf Advisor can be a big part of your business' online presence. More than 400 courses have signed up for our "Star My Course" promotion, and each will receive materials aimed to help them raise their ratings over the length of the promotion and beyond. Prizes for the best results in three categories will be awarded. Contact your market sales manager for more information about the promotion and how Golf Advisor can show you how reviews can turn into rounds. ■



Golf in 2016

(so far)

Weather troubles aside, this year is shaping up to be a big one for golf courses everywhere. Here are just a few numbers that highlight trends halfway through 2016.



Giving golfers MORE TO LOVE

An improved GolfNow Rewards program and our free app have been very successful—but why stop there? Two additional efforts are underway to drive more golfers to your course.

Join the club



Our newest program, GolfNow VIP, will offer additional incentive

for golfers to play more, including waived convenience fees and double rewards points on every round. The first launch phase, available to 1,500 golfers, will roll out soon.

In it to win it

This year's sweepstakes is giving golfers the chance to tee off in the tropics with three friends and a PGA Tour pro. The "Bahamas and Birdies" sweepstakes includes a trip for four to Miami and the Bahamas, new TaylorMade clubs and gear, a round of golf with Justin Rose.



To learn more about GolfNow's products and services:

Visit us online at golfnowsolutions.com

Contact GolfNow Cares Partner Support

1 (844) 800-GOLF
24 | 7 | 365
cares@golfnow.com