

# GO PLAY

A COURSE PARTNER COMMUNICATION FROM GOLFNOW

FALL 2017

## FEATURE

### Teeing off with DJ

Golfers give one partner the chance to play alongside Dustin Johnson

## ALSO IN THIS ISSUE

Planning ahead for savings | Ride year-end opportunity

Five best practices for your business

Making ratings work for you | Golf Advisor's new logic

# Teeing off with DJ

GolfNow's Drive with Dustin Johnson sweepstakes wrapped in September with a new twist! Along with awarding a lucky golfer an experience of a lifetime, we also included something new—a chance for one of our golf course partners to win the prize package and play alongside the man, himself!

You already know that golfers had some strong preferences, but this summer's sweepstakes cemented that fact, as we gave them the chance to select their favorite course for an extra sweepstakes entry. There was serious competition for that title and a share of the grand prize; after more than 64,000 votes spread across courses throughout the U.S., TPC Sawgrass Dye's Valley Golf Course came out the winner.

Representatives from TPC Sawgrass Dye's Valley will be joining our winning golfers and Dustin Johnson, of course, at the acclaimed Streamsong Resort in Florida, which is home to two highly acclaimed courses that the winners will certainly enjoy. They'll also take home a brand-new set of TaylorMade golf clubs and accessories, along with an incredible story to share with friends and customers.

Golfers voting for the top three courses definitely kept the pressure on, bringing in votes throughout the sweepstakes entry period. Honorable mention goes to Poppy Hills Golf Course in Pebble Beach, and The Stadium Course at TPC Scottsdale, both of which had numerous golfers trying their best to help them win the prize package.

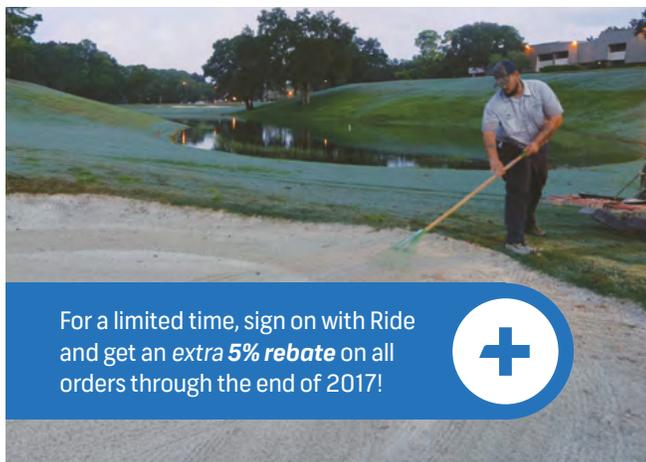
We're already looking ahead to 2018 and working on finding more ways to get course partners involved in and excited about sweepstakes opportunities like this one, and giving you the chance to win as well. ■



We are very honored and excited Dye's Valley Course at TPC Sawgrass was voted the favorite GolfNow course during the Drive with Dustin Johnson sweepstakes. We are fortunate to not have just one, but two outstanding and challenging courses to share with the golfing world and happy so many GolfNow users have had the chance to visit. We really appreciate the partnership with GolfNow and this opportunity of a lifetime they have provided with Dustin Johnson. 🙏

**Brian Riddle**, PGA  
Head Golf Professional - TPC Sawgrass

## Plan for next season and save



For a limited time, sign on with Ride and get an **extra 5% rebate** on all orders through the end of 2017!



Business owners like yourself know that one important step toward success involves saving money wherever possible; lower your overhead and you can do more for your customers ... and yourself. The opportunity to save on everyday purchases—and to receive rebates on those purchases—is too good to pass up, and that's exactly what our Ride group purchase program is offering for a limited time.

Now through December 31, we are offering course partners the chance to receive an additional 5% rebate on every agro order. This rebate is on top of the standard 6%-10% that your business already can save on agronomy supply purchases every day. From end-of-season supplies to preparing for the 2018 season, get the agro products your business needs and save even more starting today.

In addition, delivery is quick, and you can reduce risk and save money at the same time thanks to a unique product swap program. Contact your GolfNow representative or fill out the request form at [business.golfnow.com/services/ride/learn-more-about-ride/](https://business.golfnow.com/services/ride/learn-more-about-ride/) to take advantage of these additional savings and get your course set up for success this year and next. ■

# Ratings that reflect your work



You've certainly heard how important online reviews are to businesses. From restaurants to doctors to golf courses, satisfied customers and their feedback offer the most authentic and reliable marketing for your business.

That being the case, Golf Advisor is a key tool to help course operators like yourself maintain awareness of customer satisfaction and online reputation. And the value of these online ratings is only as good as their accuracy - in other words, how well they reflect the current state of your business.

The Golf Advisor team is always looking to provide the most accurate and useful ratings and reviews for your business, and the new ratings logic that was implemented in August of 2017 ensures that ratings on the site better reflect your efforts, improvements and customer service.

While many sites aggregate all reviews and produce a simple rating from that number, this "all-time" average does not take important factors into account. For example, a recent upgrade or management change that has improved your course might be reflected in the most recent reviews, but the hundreds of older reviews would outweigh those high ratings. By shifting to a "Golf Advisor Rating Index," recent reviews will have more importance and a higher value than older ones, which will better reflect your continued efforts to provide golfers with a truly memorable playing experience.

As an example, let's say that Golf Course A had struggled with course conditions for a number of years before 2013. Course management invested in solving these problems, resulting in a much improved playing surface and dramatically better conditions throughout the season.

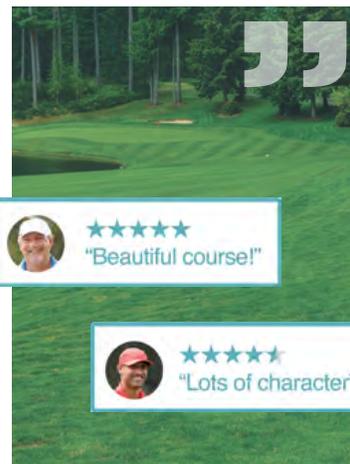
Reviews from the last six to 12-month period reflect these changes and hold more weight than the older reviews. Under the previous formula, the course's all-time Golf Advisor rating was 3.7, but the ratings from the last six months are all 5.0.

The average rating with the updated Golf Advisor Rating Index becomes a 4.4 - higher than the original all-time rating of 3.7. As a result, the hard work and investments made in the course are more accurately reflected in the course rating.

## GOLF ADVISOR By golfers. For golfers.

The new index gives golf course operators like you more credit for your efforts, as well as ratings that genuinely reflect the work you do every day. And it opens up more opportunity for your course to climb the rankings and be discovered by players from around the world.

Contact your GolfNow representative for more information about how this recent shift will help your course climb the rankings and be recognized for your efforts. ■



4.4

out of 5

New average course rating



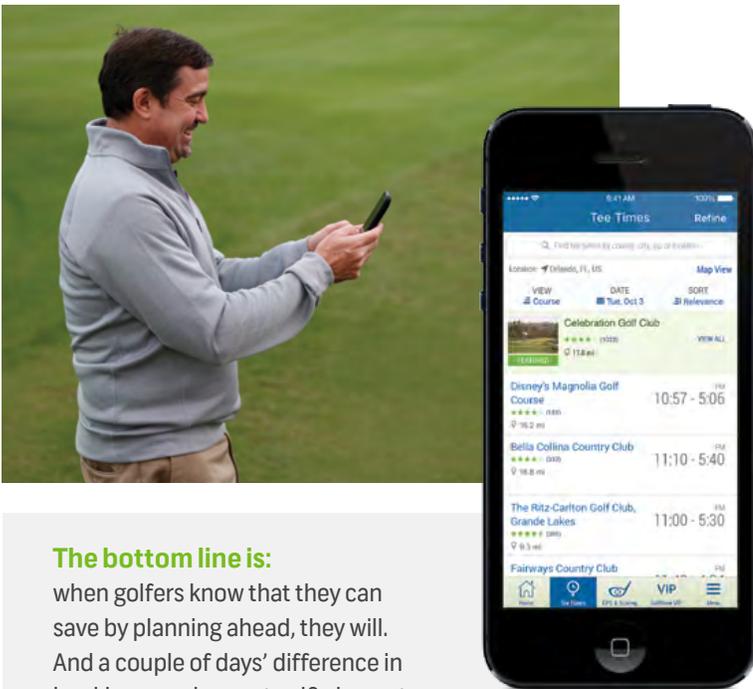
Up from  
3.7 out of 5

# Benefiting **early bookers**

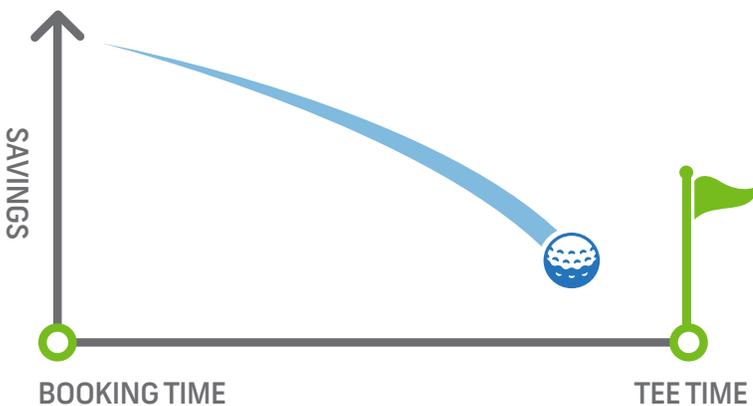
Tee times are just like tickets to a concert in one key way - once they're gone, they're gone. Unfortunately, that fact is a double-edged sword for a course operator; it allows you to adjust pricing to reflect the demand and availability, but it also means that those unsold tee times are lost revenue opportunities.

Giants of multiple industries, from airlines to sports teams and more, have utilized the basic principles of dynamic pricing for years. The basic practice is simple and prevalent; lower rates for golfers who book further in advance in order to move inventory, and capitalize on last-minute demand with rates that reflect that increased interest, as well as the reduced supply.

Dynamic pricing also has another potential benefit - shifting golfer behavior toward booking their tee times further in advance. The end result is a boon for golfers— thanks to favorable rates and increased selection—as well as for course operators who will see the tee sheets fill up further in advance. In turn, this allows your remaining tee times to increase in value as popular dates, including weekends and holidays, draw closer.



**The bottom line is:** when golfers know that they can save by planning ahead, they will. And a couple of days' difference in bookings can have a terrific impact on your tee sheet revenue. ■



## Top five best practices

If you have been following our N2K blog at [business.golfnow.com/category/n2k/](http://business.golfnow.com/category/n2k/), you may have seen GolfNow's ongoing series of posts devoted to some daily management best practices for golf course operators. But just in case you have missed out, here is a quick snapshot of our top five refreshers and reminders.

- #5 Know the cost of membership**

Most golf courses offer an option for golfers to pay a flat fee and play an unlimited number of rounds. It is crucial to know how many "program" rounds are played and what the average rate is for these rounds, in turn enabling you to perform the most precise analysis.
- #4 Track utilization information**

Knowing rounds, revenue and utilization by daypart will provide information to help future decisions and find opportunities for rate increases, round increases and staffing improvements.
- #3 Be transparent about pricing**

Golfers appreciate learning about opportunities to save by making reservations further in advance, and they respond favorably to easy-to-understand pricing explanations.
- #2 Understand conversion rates**

Conversion rate is a simple calculation; just divide "transactions" by page visits. You can think of a transaction as the customer ultimately taking the action you wanted them to.
- #1 Analyze rounds and revenue by method**

On a weekly basis, analyze and record rounds and revenue by method. Method refers to how golfers are making reservations (walk-in, telephone, website, etc.). The more you know about method of booking, the more precisely you can plan pricing and staffing. ■