

GO PLAY

A COURSE PARTNER COMMUNICATION FROM GOLFNOW

FALL 2016

FEATURE

Getting ready with Ride

New products and services can save you even more in 2017

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Save on purchases of all kinds with Ride

Ride, our exclusive group purchasing program, has already done a tremendous amount to help course partners save money on the supplies and equipment they need to run their businesses. But as we look ahead to 2017, we have continued to make improvements and additions to the program, expanding the options for courses like yours.

What began as a program to help course partners reduce food and beverage costs in order to enhance their bottom line has expanded into a full-featured group buying tool that encompasses multiple product and service categories. More than 1,000 course operators are currently saving anywhere from 6-35% across a wide range of business expenses, including cellular voice and data services, furniture, office supplies, pest control services and much more. These expanded capabilities are making it possible for partners to reduce their spending and take full advantage of the buying power GolfNow and our parent, Comcast, make available.

While many courses in colder climates are making seasonal preparations to close, now is the ideal time to plan purchases for the 2017 golf season. For example, agronomy supplies and equipment—a critical category for any course—are a perfect expense to begin mapping out ahead of time. Ride’s broad selection in agronomy includes more than 500 products from our partner SynaTek’s comprehensive catalog. And their distribution coverage is expansive and dependable, so “just in time” is more than a promise.

In addition, course partners who plan now for 2017 can save even more on their agronomy purchases. Sign on to Ride and place your agro orders prior to December 12 to take advantage of additional discounts exclusively through our Ride Early Buy program. Find more information on our website at www.golfnowsolutions/services/golfnow-ride. It’s one more way that you can stay ahead of the game and be rewarded for advance planning.

We are excited to pass along savings as we continue to expand the Ride group buying program. From food and beverage to agro supplies, equipment and more, don’t place your orders for 2017 before contacting us to see how much you can save with Ride. ■



MORE PLUS IN PLUS

As a group, course partners taking advantage of our GolfNow Plus service have enjoyed double-digit growth in rounds and revenue this year over last. As much as we love to celebrate your successes, we also know that nobody gets better by resting on their laurels. We’re on the road this month touting our e-gifting program, which is expanding to let you highlight your course by selling the same items you offer through your gift card program both on GolfNow.com and GolfAdvisor.com. And we’re looking

forward to 2017, when we’ll roll out new options designed to help make the benefits of GolfNow Plus available to more courses than ever before. GolfNow Plus Brand and GolfNow Plus Inventory will deliver the same cutting-edge technology and expert support to golf facilities, but with a more concentrated, menu-option approach. Stay tuned for details in our N2K newsletter and at the PGA Merchandise Show in January. ■



To learn more about GolfNow’s products and services:

Visit us online at golfnowsolutions.com

Contact GolfNow Cares Partner Support



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Think Local

A Q&A with **Katie Kiefer**,
Director of Golfer Acquisition Marketing



Our 2016 local marketing efforts not only included high-impact campaigns in Chicago, San Francisco and Atlanta, but expanded to help drive golfers to our partner courses in several markets across the U.S. GolfNow's Katie Kiefer shared more information about the importance of on-the-ground projects like these and how our partner courses can get involved in the future.

Q: WHAT NEW LOCALIZED MARKETING EFFORTS DID GOLFNOW IMPLEMENT IN 2016?

A: Our program this year was designed to expand on the success we had in 2015. We wanted to explore some new options that could help drive golfers to play more frequently all summer long, and one of those new options was transit advertising. In two of our markets this year—San Francisco and Chicago—we were able to utilize transit advertising in train cars and stations. It was an exciting outlet for reaching golfers and encouraging them to explore courses in their city.

Q: HOW DID THE COURSE-SPECIFIC PROJECTS LIKE BILLBOARDS DIFFER FROM THE LARGER, FULL-MARKET PROJECTS?

A: Specific media, like billboards and cable-zoned TV creative, lends itself to customization that reaches golfers in a particular area. We were able to look at the specific zip codes of our partner courses in each market, identify where there were heavy pockets of golfers and get our course partners' names in front of those prospective players. That's the best part about local marketing—being able to remind golfers of the local gems that are right in their own backyard.

Q: HOW HAVE THESE LOCALIZED EFFORTS HELPED COURSES DURING THE SEASON?

A: The most important goal, and the one we were most proud of accomplishing this year, was to increase the number of rounds booked at partner courses. We were excited to see golfers book more rounds in these markets, even as the weather had a negative impact on playability across the U.S.

Q: ANY PLANS FOR MORE LOCAL EFFORTS IN 2017? AND IS THERE ANY WAY FOR COURSES TO BECOME INVOLVED?

A: We are still in the very early stages of planning for 2017, but this year's results were certainly promising. We know that connecting golfers to courses in their area works, and we look forward to expanding local marketing next year. Once we have more information about markets and timing, our teams will be looking for courses to participate. ■

Up For a Little R&R?

The number of golf courses featured on MilitaryTeeTimes.com continues to grow, demonstrating the commitment our course partners continue to show America's military members and their families. With easy-to-find tee times that are light on the budget, these courses are helping our men and women in uniform choose golf as an outlet for some well-deserved R&R.

Built for military members and their dependents, and powered by GolfNow's industry-leading technology, MilitaryTeeTimes.com offers members the ability to access and book tee times at thousands of golf courses with 24/7 ease and convenience. Joining the site is free for golfers, and participating courses generously offer tee times at an exclusive 15% discount.

"Military Tee Times was built as a way to say thanks to the heroic men and women in uniform who have served and continue to serve our country every day, as well as the families who sacrifice to support them," said Jerramy Hainline, Vice President of Integrated Product Sales for GolfNow. "Faced with hundreds of choices of how to



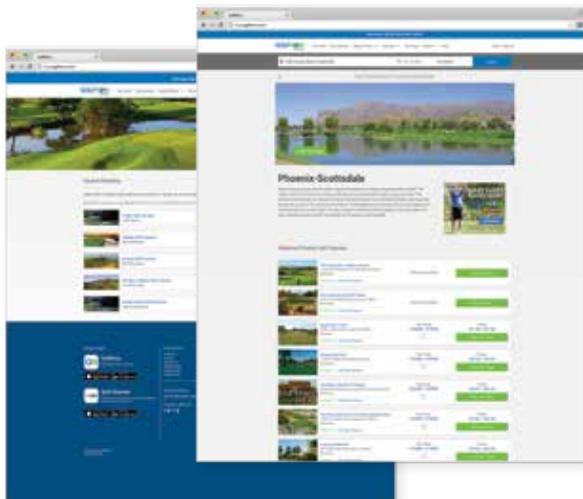
spend their free time, we think golf provides service members an ideal way to get away from it all and enjoy quality time with family and friends. Booking golf on Military Tee Times makes it convenient, easy and affordable to get on the course and enjoy our great sport."

Prominent military organizations, including the Veterans of Foreign Wars and the Veterans Golfer Association, are also signing up in support of MilitaryTeeTimes.com and promoting its benefits to millions of members. If you like the idea of showcasing your course and becoming a Premium Partner, contact your GolfNow Market Sales Manager. ■

Engaging Users on GolfNow

GolfNow's tech team is constantly striving to make the GolfNow.com user experience easier, more helpful and engaging, which is critical to strengthening our bond with golfers on behalf of all our course partners. If you're a Premium Partner, your course on GolfNow has enjoyed year-over-year increases of well over 100% in clicks, bookings and rounds. Some of the more recent enhancements on GolfNow.com that are getting noticed include:

- ✔ Video has replaced the static photo as the home page's main attraction, catching the user's eye and providing opportunities to showcase our course partners' facilities.
- ✔ An enhanced course-specific page provides improved course promotion with a larger photo, more detailed course information and easier access to ratings and reviews.
- ✔ With strikethrough pricing, we changed from highlighting savings as percentages to dollars, which gives the golfer a better comparison to published prices.
- ✔ Users who prefer to use the course directory page to find their tee times – and also those finding us via search engines – will now notice this page is just a few clicks away and offers a whole lot more for the senses, including a new look and a great map.
- ✔ An improved purchase cycle lets golfers know where they are in the process helps them along a more efficient path to securing their desired tee time. ■



Star My Course promotion Update

The growth of GolfAdvisor.com is proof that when golfers find a great course and a great experience, they love to share with others. And our Star My Course contest has done a tremendous amount to help courses increase their number of reviews and ratings. Those new reviews are, in turn, driving golfers to book and play more while at the same time lining up some great prizes for top-performing courses.

Sunriver Resort in Sunriver, Ore., came out on top for the 30-day and 60-day ratings competitions, with the grand prize and "most improved" prizes still undecided at the time of this printing. Check the Star My Course website (www.golfnewsolutions.com/starmycourse) to see the final leaderboard, including the grand prize winner.

Congratulations to every course who participated by reminding golfers to share their positive experiences with the world on Golf Advisor!

GOLFADVISOR



Mike Lowe, VP Product Development and User Experience for GolfNow and Golf Channel, explains the motivation behind the technology.

“ **Improving the user experience** for the golfer is not just about building a site that looks great, but involves **presenting the right courses and inventory at the right time** to make the most informed purchasing decision. ”

A few stars of the show

The golf industry's biggest event returns to Orlando January 24-27 when the PGA Merchandise Show takes over the Orange County Convention Center. And GolfNow will be right back in the mix, offering course partners a chance to get the inside scoop on our latest products and enhancements for your business.

Making the best better

All of our technology and service offerings have undergone refinement and expansion, building on the features that you need to run your business. We'll have more than 250 appointments available during the show, plus presentations and panel discussions to fill you in. And a happy hour reception presented by Golf Advisor always helps, too.

Make your plans now to join us and set up your game plan for another year filled with success.

The perfect shot every time

GolfNow's new, professional photo and video service can help you tell your unique story, highlighting the beauty and challenges that await golfers and enticing them to book a round. Schedule a time to learn more from one of our representatives at the 2017 PGA Merchandise show.

