



GreenFree
The home of **2 for 1** golf

“Driving more golfers to your club”

Course Invitation 2011

From GreenFree 2 for 1 Golf

www.greenfree.co.uk

GreenFree
The home of 2 for 1 golf



GreenFree Partner Course : Celtic Manor Resort

www.greenfree.co.uk



Good
for golfers...
Great
for the game

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Front Cover
GreenFree Partner Course : De Vere Mottram Hall



GreenFree Partner Course : The Grove



Testimonials

“ Our association with GreenFree has enabled us to develop an important additional green fee revenue stream. ”

Iain Burns

Director of Golf, Marriott Forest of Arden Hotel & Country Club

“ GreenFree is a key marketing partner for Galgorm Castle generating 18.9% of our total green fee revenue in 2008, 62.5% of which was from midweek play. ”

Gary Henry

General Manager, Galgorm Castle

“ Being listed as a GreenFree venue and benefiting from the marketing activity has definitely increased Mottram Hall’s visibility on a national basis. There is no doubt that this has given us a competitive advantage locally when it comes to attracting visitors from a wider catchment area ”

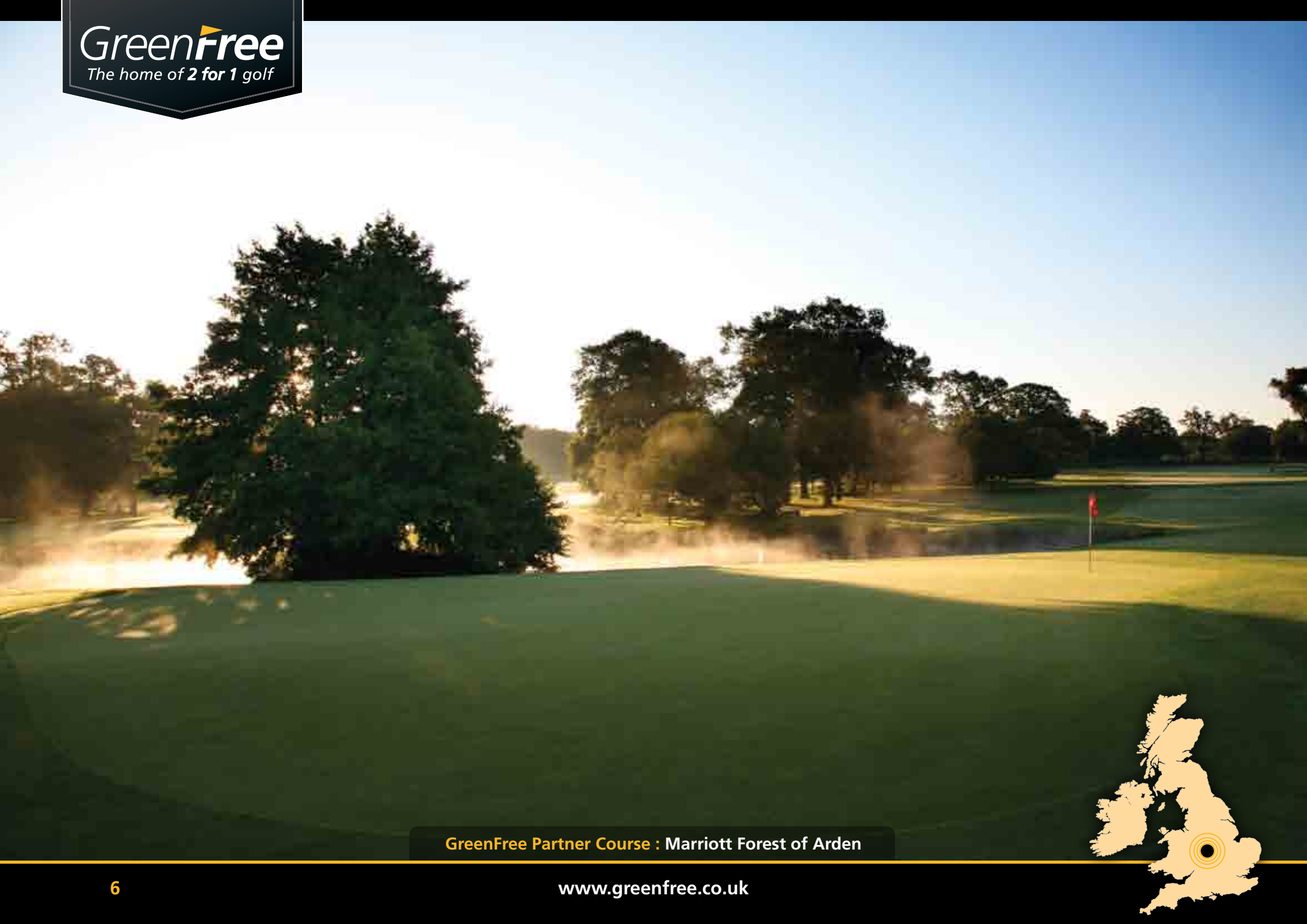
Tim Huspith

Director of Golf, De Vere Mottram Hall

“ The beauty of the GreenFree scheme is that we have generated traffic on the days/times when the bulk of the membership doesn’t tend to play. The scheme allows us to set the rules so we are maximizing our inventory without upsetting our members - a great win-win situation ”

Brian Connor

Head Professional, Manchester Golf Club



GreenFree Partner Course : Marriott Forest of Arden



GreenFree Course Invitation

At GreenFree we appreciate how difficult it is for golf clubs to operate in the current economic climate. It is now more important than ever for golf clubs to embrace every opportunity to generate income for their clubs. GreenFree 2 for 1 Golf can be instrumental in driving additional revenue to your club.

Join prestigious courses such as The Carrick, Marriott Forest of Arden, De Vere Slaley Hall, Old Thorns, Celtic Manor, Trevoise and The Grove amongst many others and access an additional market of discerning golfers. GreenFree customers can enjoy a round of golf at over 950 courses throughout the UK & Ireland.

In what is going to be another tough year for clubs, club committees should not underestimate the spending power of the golfing non-member.

Course participation in the GreenFree 2 for 1 scheme is completely FREE

Who are we?

Since 2001 GreenFree has firmly established itself as the market leading 2 for 1 golf scheme. No other 2 for 1 company works harder for golf clubs in the UK & Ireland. GreenFree has an unparalleled access to golfers throughout the UK & Ireland. From customers looking to take up the game to seasoned golfers, we have a route into every type of golfing individual.

How does GreenFree work?

Clubs agree to offer visiting golfers an incentive to play the course on the basis of 2 for the price of 1 green fee. The concept does not interfere with members' times or society/corporate business, but rather gives a select number of golfers an opportunity to sample the course during quieter periods.

We'll bring golfers through your gates, after that it's up to your venue to *'roll out the welcome mat'* - perhaps even convert any regular visitors into members.

Courses who decide to come on board with GreenFree have complete control over what days and times a GreenFree 2 for 1 voucher can be used giving you the opportunity to tailor restrictions to best suit your club.

**Participation in the
GreenFree 2 for 1 scheme
is completely FREE**

Reach out to a database of over 600,000 golfers...



GreenFree Partner Course : Fraserburgh Golf Club

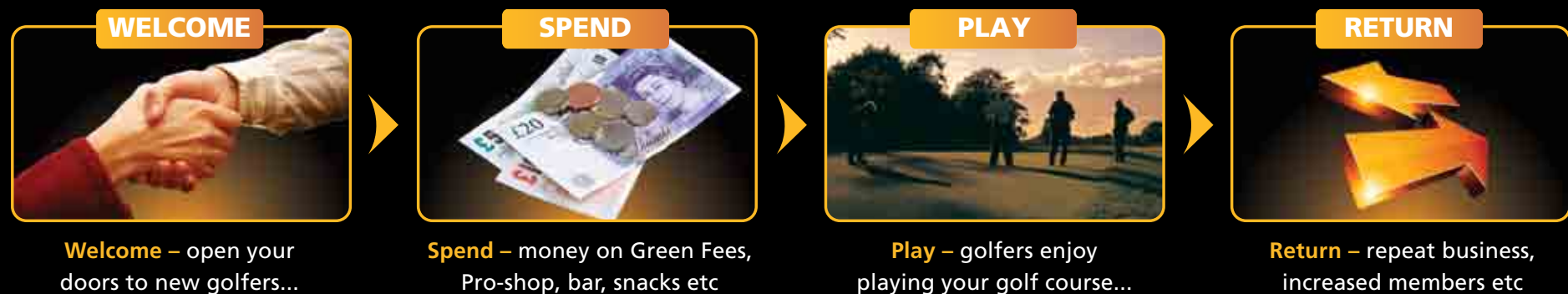


Partner Club Benefits

Your club will be actively marketed via national marketing campaigns across email, web and print. This facility is provided **free of charge** to all participating clubs. Just some of the following benefits can be gained by coming on board with GreenFree –

- **Increased visitor numbers, thus providing increased green fee revenue** – More visitors to your club means more money coming through the tills of the pro shop, bar and the potential to convert these new customers into future Members
- **Increased revenue from secondary spend in bar, restaurant and pro shop including cart hire** – This supplementary income is vital from new golfers, many of whom purchase golf equipment, food & drink etc (See financial illustration on page 17)
- **Improved yield from off peak tee times (distressed stock)** – Once a vacant tee time has gone – it's gone! If you know your club struggles to fill tee times Monday – Wednesday mornings set the voucher restrictions for these days – you control when the vouchers can be used
- **Additional free advertising exposure for your course** – Reach out to a whole new audience. From appearing in the GreenFree Course Directory to perhaps featuring on bi-weekly emails, give your course the visibility it needs with GreenFree
- **Complete control and acceptance of individual bookings** – You set the restrictions of the vouchers to suit your club. Whether you want a GreenFree customer to bring proof of handicap or call seven days in advance of play - you have complete control

How GreenFree works...





GreenFree Partner Course : Carne Golf Club



Free advertising and exposure for your club

Your club will receive the following free advertising and exposure by signing up to participate in GreenFree 2 for 1 Golf

- **GreenFree Emails**

Opportunity for your club to appear in dedicated GreenFree emails being sent out on a bi-weekly basis to **350,000 email database of golfers**

- **GreenFree Course Directory**

Your golf club will feature in the published GreenFree Course Directory. The Course Directory entry includes all contact details for your club including address, telephone number, web address and the relevant restrictions of voucher use. The course listing also allows for a course description giving you the opportunity to tell golfers about your venue

- **GreenFree Website**

Your golf course will be promoted on the GreenFree website which attracts over **3.18million page views per year**. Again all contact details for your club are included along with the course description

- **Partners**

- Golf Care
- Matchplay Championship
- National Retailers
- Lady Golfer
- The Golfers Club
- Golf Monthly
- National Club Golfer

Website

Emails

Directory





GreenFree Partner Course : Macdonald Aviemore Resort



How is GreenFree marketed?

GreenFree 2 for 1 Golf is promoted through a variety of channels including some of the largest high street chains and through leading golf retailers in the UK & Ireland. We also work hand in hand with the biggest golfing publications around.

As an overview, GreenFree 2 for 1 Golf is distributed through the following outlets

- Through high street retailers such as WH Smith, Argos, Littlewoods, Tesco, Buy-a-Gift, Activity Superstore, Costco, Sports Direct, JJB, Amazon and NEXT
- Through specialist golf retailers such as american golf, Direct Golf UK, Online Golf, Nevada Bobs, European Golf and a number of independent golf outlets
- Direct to over 350,000 unique golfers per annum via www.greenfree.co.uk
- Through advertising and promotions in various recognised golfing publications – Golf Monthly, National Club Golfer and Lady Golfer
- In excess of 200,000 GreenFree vouchers will be distributed in 2011 through major national promotions with the UK's leading golf magazine title 'Golf Monthly'. Golf Monthly will also be promoting GreenFree on their website





GreenFree Partner Course : St Mellion International Resort



GreenFree Survey

November 2010

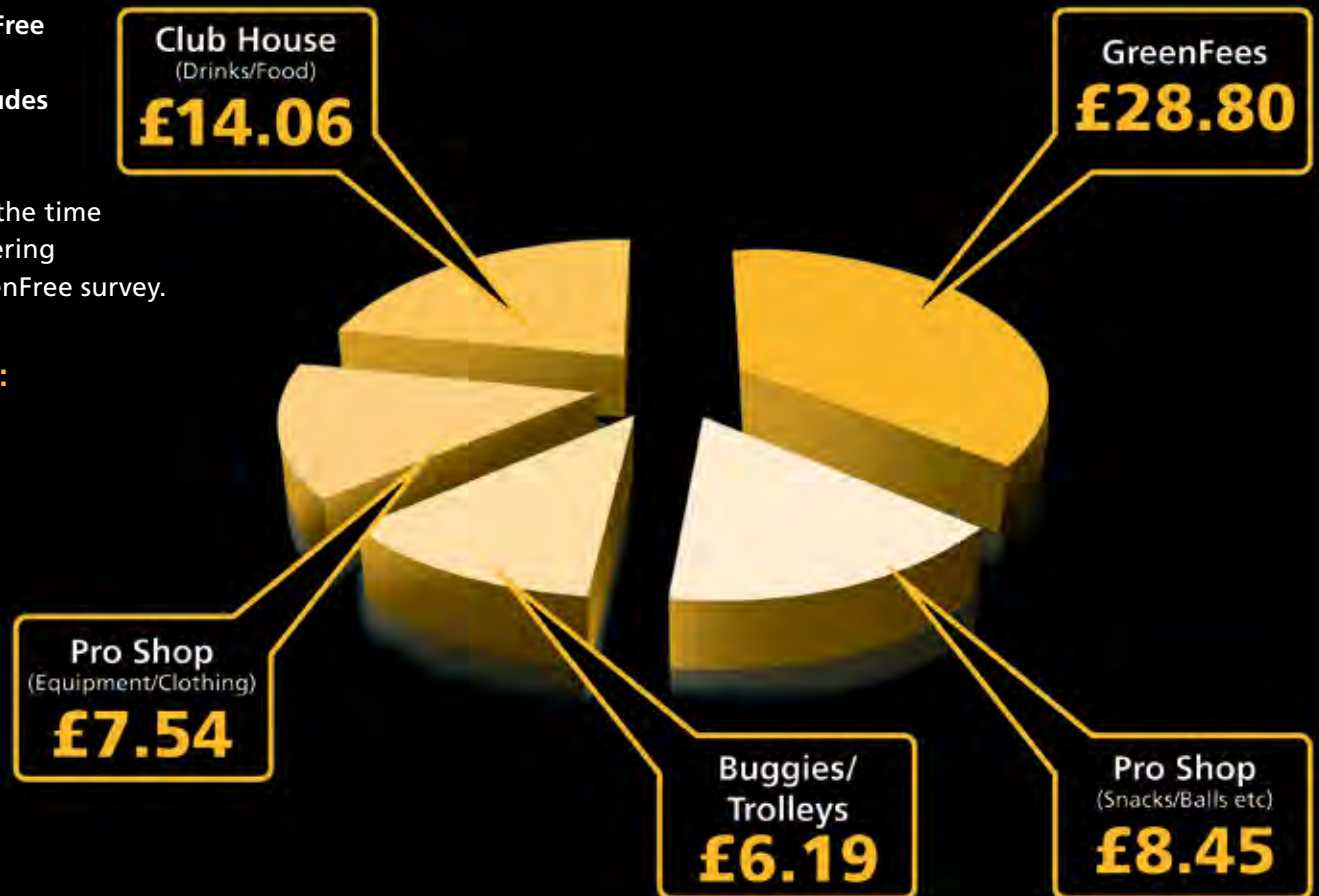
In the context of the current economic environment and associated pressures facing golf clubs today, GreenFree conducted an extensive survey in November 2010 regarding the behaviour, spending habits and attitudes of its customers.

An incredible **14,568 (9,563 in 2009)** golfers took the time to submit completed questionnaires. This is a staggering participation increase of **52% up** on last year's GreenFree survey.

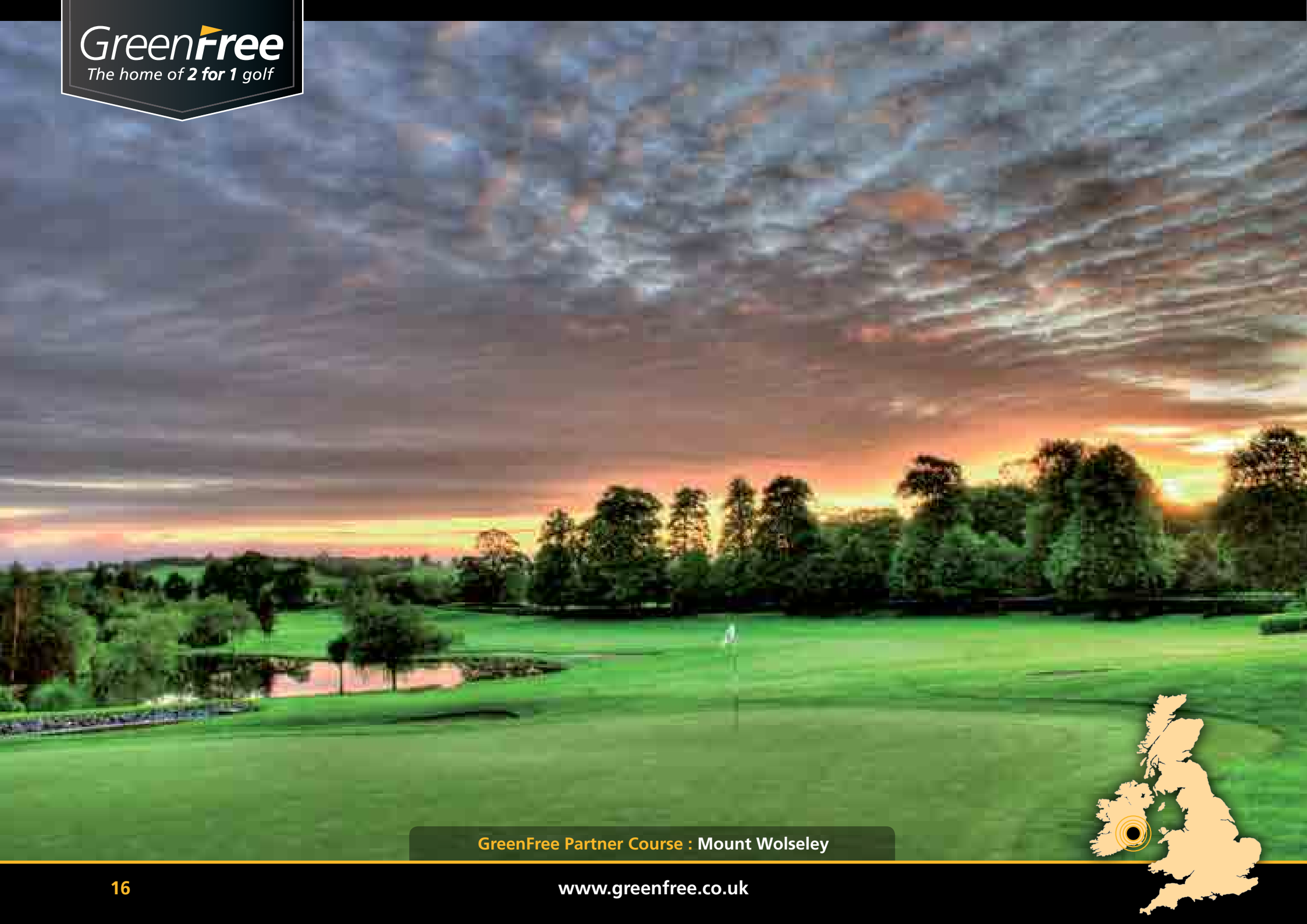
The following key results were established:

- Excluding green fees, the average spend per individual GreenFree user is **£36.24** as summarised in the graphic (right).
- The average spend on green fees is **£28.80 (£24.17 per visit 2009)** – **▲19% on 2009**
- **Over 70%** of respondents use GreenFree vouchers '**sometimes**' or '**always**'.
- **5%** of Club Members will **NOT** renew their membership when it is due
- An incredible **88%** of non-members would consider joining a Golf Club in the future = **great news for clubs**

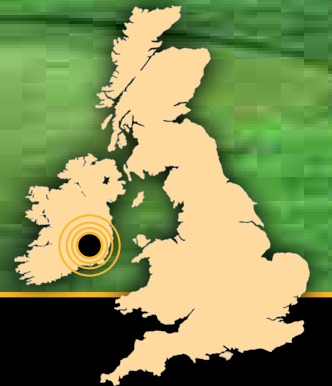
Average Spend Per Individual GreenFree Visitor



Total Spend Per Individual GreenFree Visitor = £65.04
(▲5% on 2009)



GreenFree Partner Course : Mount Wolseley



GreenFree Survey Non-Members

- **75%** of non members **“sometimes” or “always”** use a 2 for 1 voucher.
- Even **68%** of members use 2 for 1 vouchers.
- Comparing spend of members to non-members, there is little difference with non-members, if anything, spending slightly more on green fees of **£28.80** on average and also a further **£36.24** on each visit to a golf club.

Spend at the Golf Club

The Averages	Members	Non-Members
Green Fee	n/a	£28.80
Buggies/Trolleys	£1.82	£6.19
Pro Shop (Balls, Consumables, Snacks)	£5.88	£8.45
Pro Shop (Equipment, Clothing)	£7.62	£7.54
Club House (Drinks/Food)	£11.72	£14.06
TOTAL SPEND PER VISIT	£27.04*	£65.04 ▲5% on 2009

**excludes any green fee*

14,568

golfers took the time to submit completed questionnaires

75%

of non-members **“sometimes” or “always”** use a GreenFree voucher

£65.04 ▲5% on 2009

is the average total spend per visit of a Non-Member



GreenFree Partner Course : Trevose Golf Club



GreenFree Survey Non-Members Overview

Clearly, clubs that can attract non-members to come along and bring a golf partner could add **£130.08 ▲5% on 2009** to the club revenues (or **£260.16** if it's a 4-ball).

In what is going to be a tough year for clubs, club committees should not underestimate the spending power of the golfing non-member.

There are over 4 million golfers playing regularly in the UK but only circa 25% of them are members of golf clubs.

For non-members the research shows they are likely to:

- **Sometimes** or **always** use a **2 for 1** voucher to make their golf affordable.
- Spend **£28.80** on their green fee.
- Still spend **£36.24** on ancillary services when visiting a golf club.

Non-members spend

£28.80

on their green fee when visiting
a golf club

Non-members spend

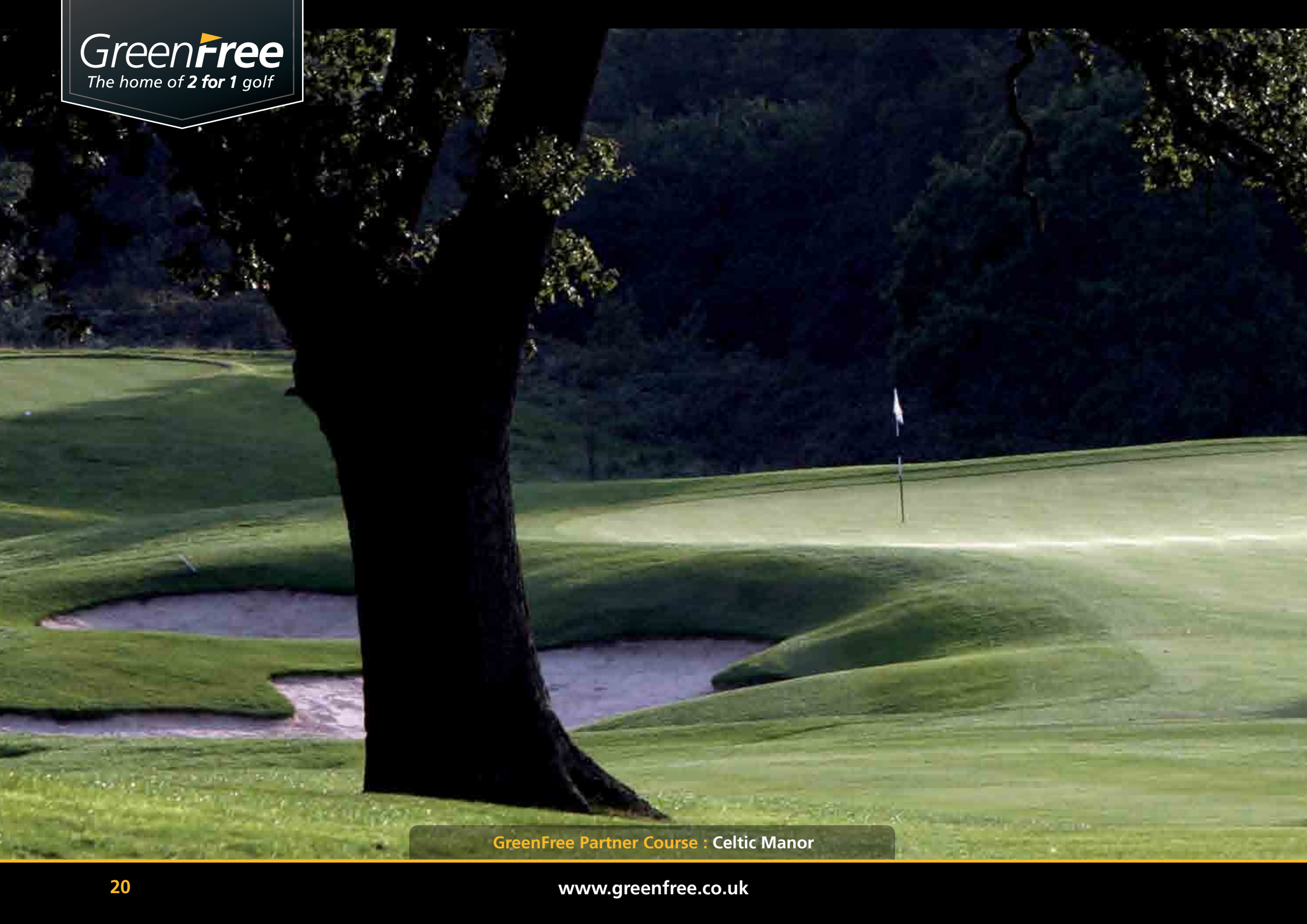
£36.24

on ancillary services when visiting
a golf club

Clubs that attract non-members can add

£130.08

to the club revenues per 2-ball per visit



GreenFree Partner Course : Celtic Manor

“Driving more golfers to your club”





GreenFree Partner Course : Nefyn & District



Summary

Without doubt the next few years will be a difficult time for the golf industry. Only a select few of the top courses can guarantee to fill their vacant tee times. Help to safeguard the future of your club and tap into the revenue that the visiting golfer can provide.

Your club visitors and future members are out there – it's just a case of reaching them.

To benefit from this rising market of GreenFree customers and the associated additional spend, **join the GreenFree Scheme today!**

Post

Complete the enclosed course registration and course agreement and return it in the FREEPOST envelope enclosed.

Online

Visit www.greenfree.co.uk/club and follow the instructions to register online.

Telephone

Call David Lynchehaun direct on **0161 902 2644** or mobile **07795 242 662**

**Join
GreenFree 2 for 1 Golf
today and seize
this great
opportunity!**

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