

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

GreenFree
Partner Course
Celtic Manor
Resort



GreenFree 2 for 1 Golf
Course Invitation 2015

www.greenfree.co.uk

GreenFree
The home of 2 for 1 golf

 **RECOMMENDED**

Golf Monthly
recommends
GreenFree
2 for 1 Golf

**GOLF
MONTHLY**

Good
for golfers...

Great
for the game

GreenFree Partner Course : The Belfry

www.greenfree.co.uk



GreenFree...

driving revenue
to your course

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Front Cover Image
GreenFree Partner Course : Celtic Manor Resort



GreenFree Partner Course : St Helen's Bay Golf Resort



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 Shrigley 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, Shrigley 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 maximising our inventory without upsetting our members - a great win-win situation ”

Brian Connor

Head Professional, Manchester Golf Club

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

GreenFree Partner Course : QHotels Slaley Hall



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 new revenue to your club.

Join prestigious courses such as Trevoise, Old Thorns, QHotels Slaley Hall, Celtic Manor and The Belfry amongst many others and access an additional market of discerning golfers. GreenFree customers can enjoy a round of golf at over 900 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?

GreenFree has firmly established itself as the UK's market leading 2 for 1 golf scheme. No other 2 for 1 company works harder for golf clubs in the UK & Ireland. GreenFree has unparalleled access to golfers. 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.

Over 900
courses already use
GreenFree 2 for 1 Golf

Reach out to a database of over 340,000 golfers...



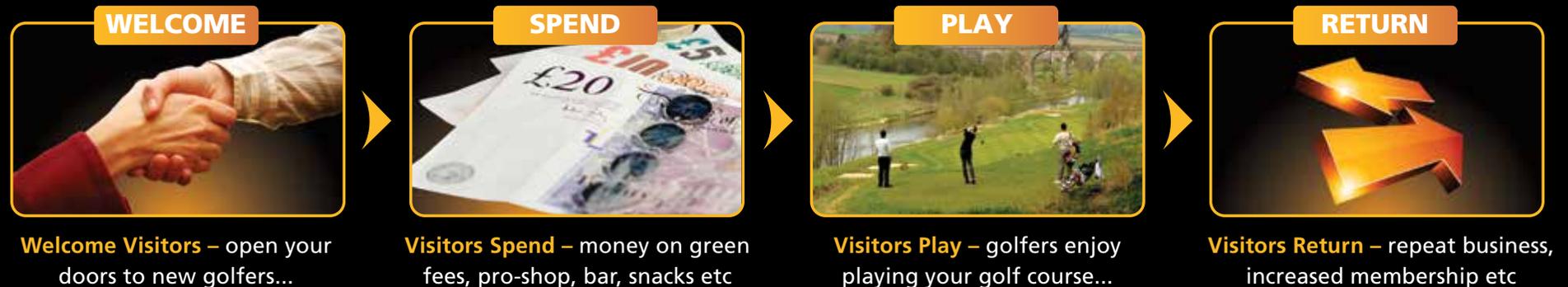
GreenFree Partner Course : The Roxburghe Golf Club



Partner Club Benefits

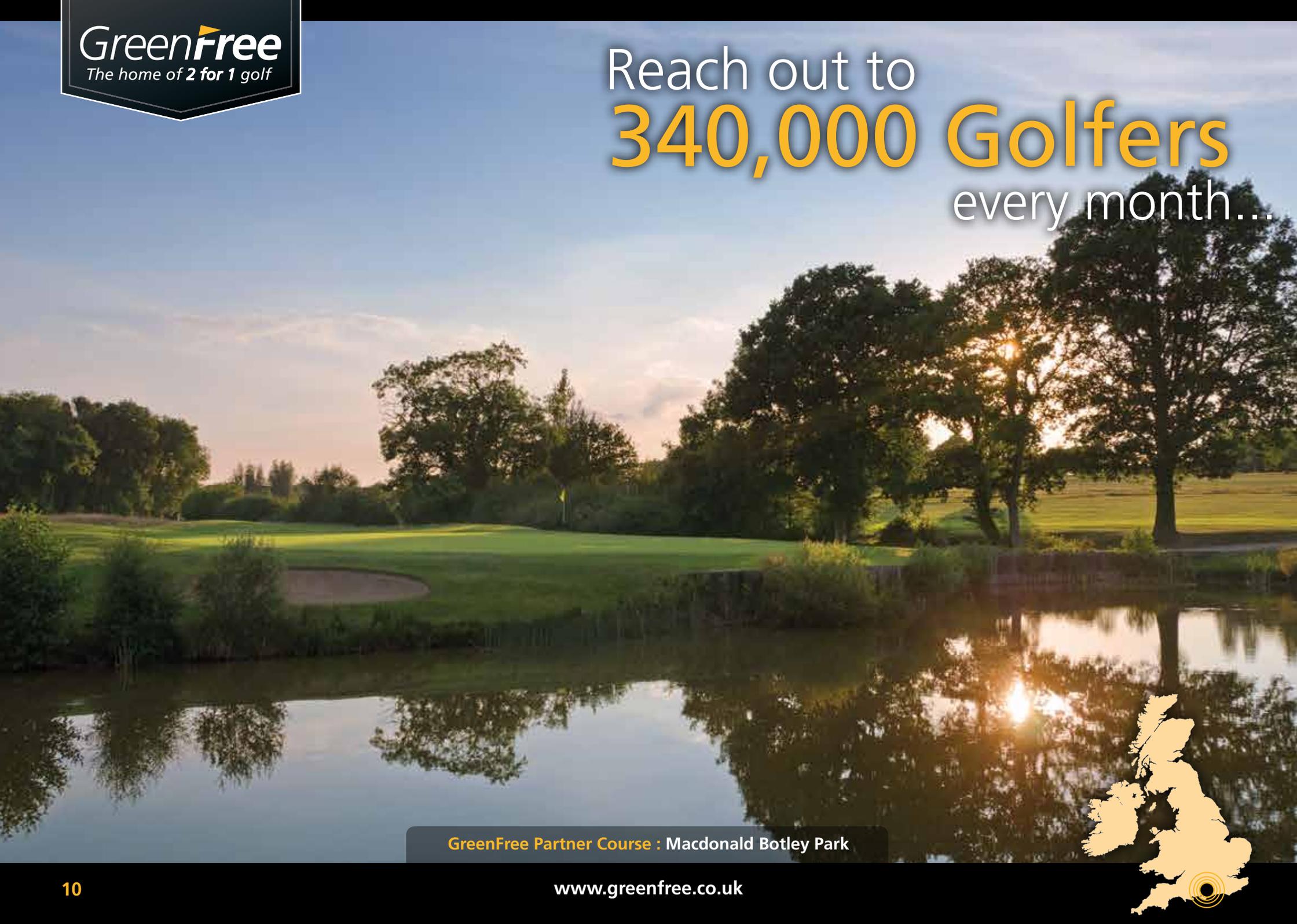
Your club will be actively marketed via national marketing campaigns across email and web. This facility is provided **free of charge** to all participating clubs. Just some of the following benefits can be gained by joining GreenFree –

How GreenFree works...



- **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 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 on the GreenFree website to possibly featuring in monthly emails, gives 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

Reach out to
340,000 Golfers
every month...



GreenFree Partner Course : Macdonald Botley Park



Free Advertising and Exposure

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 monthly basis to **an email database of 340,000 UK & Ireland golfers**

- **GreenFree Website**

Your golf course will be promoted on the GreenFree website. All contact details for your club are included along with the course description

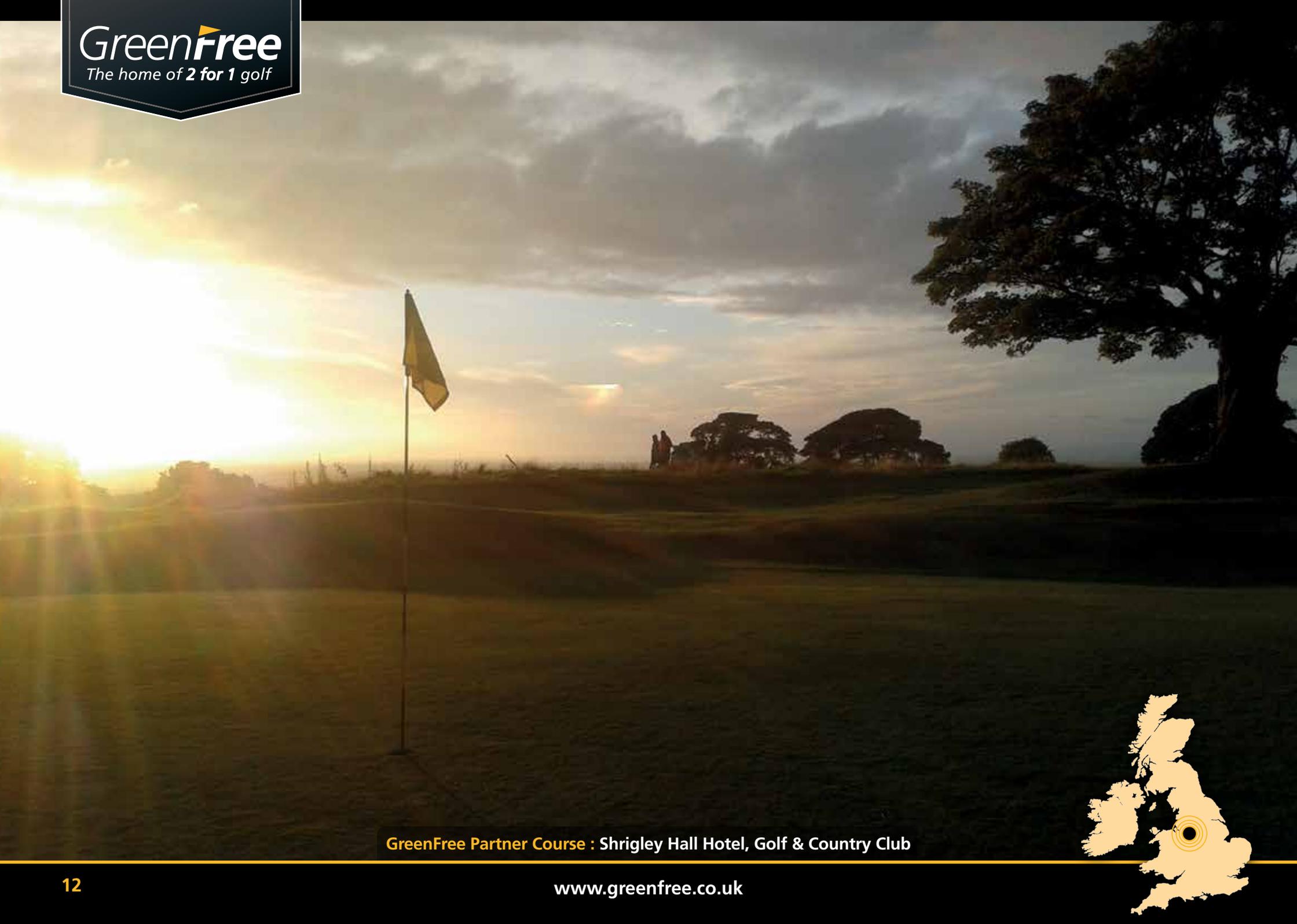
- **Partners**

- Golf Care
- National Retailers
- The Golfers Club



Website

Emails



GreenFree Partner Course : Shrigley Hall Hotel, Golf & Country Club



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 Tesco, Buy-a-Gift and Activity Superstore
- Direct to over 360,000 unique golfers per month via www.greenfree.co.uk





GreenFree Partner Course : St Mellion International Resort



GreenFree Survey 2012

In December 2012 GreenFree 2 For 1 Golf carried out one of the most comprehensive surveys in UK Golf. The results give a meaningful indication as to the behaviour, buying habits and thought processes of UK golfers.

In all, around **19,500** surveys were completed making it the UK's largest golf survey. Of these, nearly **14,200** were club members giving a valuable insight into members' current feelings and attitudes towards the game.

GreenFree Survey December 2012

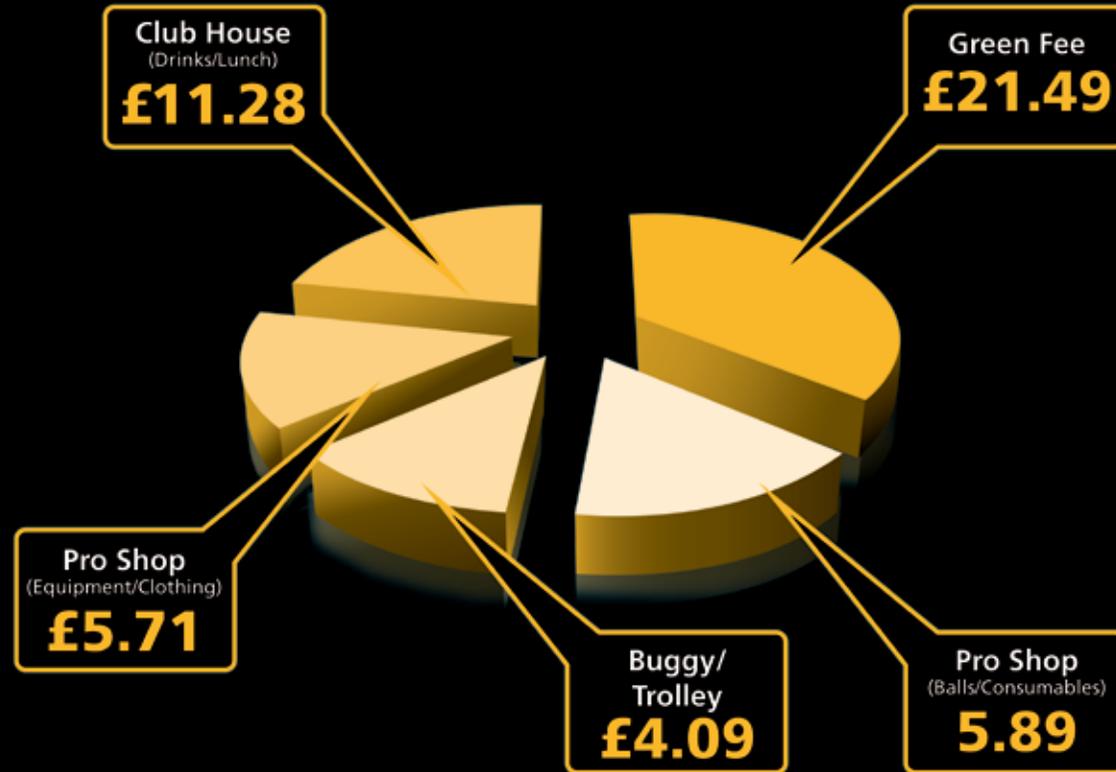
The following key results were established:

- Excluding green fees, the average spend per individual GreenFree user is **£26.15** as summarised in the graphic (right).
- The average spend on green fees is **£23.75**
- **Over 65%** of respondents use GreenFree vouchers 'sometimes' or 'always'.
- **3.5%** of Club Members will **NOT** renew their membership when it is due
- An incredible **85%** of non-members would consider joining a Golf Club in the near future (2011: 85%)
- **61%** of golfers play in a **4-ball** format

19,500

golfers took the time to submit completed questionnaires

Average Spend Per Individual GreenFree Visitor



Total Spend Per Individual GreenFree Visitor

£49.90 (2011: £48.46)

GreenFree Survey Members

- Of our survey population, **74%** were members of a club (2010: 74%)
- Members were found to play their home course **78 times** per year, making an annual membership fee look great value. In addition to this Members also played "other courses" **12 times** over the year.
- **73%** of members play other courses but only **3.5%** would not renew membership
- Those members that would not renew three main reasons were:
 - Could not justify membership fee
 - Course/Club House in poor condition
 - Fees too expensive

Spend at the Golf Club

The Averages	Members	Non-Members
Green Fee	£0	£23.75
Buggies/Trolleys	£1.60	£3.78
Pro Shop (Balls, Consumables)	£5.24	£5.89
Pro Shop (Equipment, Clothing)	£8.02	£4.06
Club House (Drinks, Lunch)	£10.24	£12.42
TOTAL SPEND PER VISIT	£25.10*	£49.90

*excludes any green fee

12 times
that members also played
"other courses" over a year

73%
of members play other courses

85%
of non-members would consider
joining a Golf Club in the future
= great news for clubs!

GreenFree Survey

Non-Members Overview

There are over 4 million golfers playing regularly in the UK but only circa 22% of them are members of golf clubs.

Clearly clubs that can attract visitors who use GreenFree to their golf club who also bring a friend could add **£75.16** to club revenues or **£150.32** if it's a 4-ball.

In what is going to be another tough year for clubs, club committees should not underestimate the spending power of the visiting golfer.

- 42% of non-members used to be a member of a golf club
- 85% (2011: 85%) said they would consider joining a club in the near future! Great news if clubs can attract these nomadic golfers through their gates and 'throw out the welcome mat'
- Spend **£23.75** on their green fee
- Still spend an additional **£26.15** on ancillary services when visiting a golf club
- Play **19** times per year meaning their annual spend on playing golf = **£938.22**

Non-members spend

£938.22

annually on playing golf

Non-members spend

£26.15

on ancillary services when
visiting a golf club

Clubs that attract non-members can add

£150.32

to the club revenues per 4-ball per visit

Summary

The next few years will be a difficult time for golf clubs. 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's future members are out there – it's just a case of reaching them.

To benefit from this growing market of GreenFree customers and the associated additional spend simply complete the **enclosed course registration** and course agreement form and send back via the Freepost envelope enclosed. Alternatively, should you have any questions you can call me direct on **0161 902 2666**.

We also have the facility for you to complete your details online. Log onto **www.greenfree.co.uk/club** and follow the on screen instructions.



Paul Wilson
Director of Golf

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



0161 902 2666



www.greenfree.co.uk/club



Freepost, GreenFree



Good
for golfers... Great
for the game

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