

Clubs with BRS Golf see big upturn in 3rd party bookings

Over the past 12 months most of the economic indicators for the golf industry have shown downward trends, but there's one sector in golf that is showing serious growth: online golf bookings, through club websites and 3rd party marketing channels.

BRS: the only booking system to be integrated with the 3rd party marketing channels

BRS Golf, the only company whose online tee time management system is integrated with all the leading UK 3rd party marketing channels in the golf industry (in particular Teeofftimes.co.uk and Teetimes.co.uk) have seen a growth in booking from these 3rd parties of just over 500% in 2007 to 2008 and close to 600% in 2008 to 2009 (see the graph below). These figures are backed up by a recent article in Golf Business News (issue 11th September 2009) by Online Teetimes Ltd.



Dr. Brian Smith, Director BRS Golf "We've seen massive growth in booking from these 3rd parties over the last two years in particular. They are sending weekly marketing emails to over 300,000 golfers throughout the UK, and pushing golfers to customer clubs. Because our systems are integrated in real-time, customers using the BRS System can sit back and watch the bookings come in with minimal effort. We expect this growth to continue in 2010 or even accelerate as more clubs and golfers adopt online booking."

"Although using 3rd party marketing channels to sell tee times is not for every golf club, I would recommend that you at least speak to them and find out what they can do for you. If you do not wish to use such channels, the BRS System has a suite of tools to allow you to take bookings online and do your own marketing. Last year £1.5 million was taken online through the golf club websites using BRS Golf.

Note: Clubs with the BRS system are automatically linked to these channels, and the link can be switched on by contacting the BRS Support team. Once this link is activated you have very little extra work to do.

Note: BRS Golf has now completed integration with ReservaTee.com.

Why are we seeing rapid online booking growth?

Dr Brian Smith thinks this is due to a combination of factors:

1. These particular 3rd party companies now have very large databases of golfers to which they can market tee times, and these databases are continuing to grow.
2. Over 500 clubs are now using these channels, offering the golfer choice of course, price and location.

3. Golfers are beginning to realise they can search for a variety of courses, book online and get great value.

Backed up by experience: Blackpool North Shore GC

The growth being seen by BRS Golf is certainly backed up by the experiences of many clubs that have installed BRS, including Blackpool North Shore GC. The club has been using a number of 3rd party channels for a few years, but only installed their BRS system in December last year.

John Morris, the Club Secretary, can see for himself that business for 2009 is well up on 2008: "Although the club has used various booking initiatives and channels for some time, there's certainly plenty of evidence that we're getting significantly more bookings this year. It's our opinion that the BRS system is working very well in this regard, especially with the 3rd party channels that are integrated to BRS."

"We're of the view that our online booking facility will in time overhaul the 2 for 1 channels we've been using, and it will enable the club to move away from those types of bookings to ones via 3rd parties. With BRS, we can control the tee times we make available, the rates we want to charge, and the initiatives we want to run."

BRS: good for golf and golf clubs

Brain Smith is delighted with the way things are going for golf clubs and for BRS Golf: "We are really pleased to be helping golf clubs take full advantage of the massive growth in online golf booking through Club Websites and 3rd party marketing companies, especially at a time when the economy has been making life very challenging for so many clubs."

Brian continues: "What many clubs are finding is that going online with BRS Golf opens up all sorts of new opportunities for the clubs themselves, from attracting new members to simply communicating with their members and their visitors via email, SMS and post."

"With over 330 clubs using the BRS system now, it's by far the most proven and well developed booking system in which a club can invest. That when combined with a first class training and support team means that clubs get the answers and the training they need to get the most of the BRS System, puts these clubs in pole position in the online bookings market."

About BRS Golf:

BRS Systems Ltd was founded in 2002 by Rory Smith and Brian Smith, both very keen golfers. The market leading BRS Tee Time Manager was launched in January 2004. The product was quickly established in Ireland where it holds over 40% market share and 90% of clubs having online bookings. The BRS Tee Time Manager was launched in the UK in September 2005.

The BRS system combines a management tool for the golf club, member's online booking and an e-commerce solution for the golfers to book and pay for tee times online with their credit/debit card. BRS has built an excellent reputation in the golf market for developing an easy to use / robust system, offering first class support and ongoing product development. The solution has proved that golfers prefer to book their golf online with over 3M bookings by Members and a total of over £3.5M taken in online credit card payments.

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