



'72% of online bookings are made outside normal office hours' – BRS Golf

Recent analysis of online booking statistics by BRS Golf, developers of the market leading online booking system, shows a surprising and clear trend: 72% of online bookings are made outside of normal club office hours (8am to 5pm).

Based on their research into the 400 clubs with the BRS system and the £2.1 million of bookings taken online through BRS Golf during 2009, £1.6 million was booked when the office was closed.

Dr. Brian Smith: "With a BRS Golf online booking facility, when your club and pro-shop are closed your online shop is still open for business 24/7. As these statistics prove, golfers prefer to make tee bookings in their own time, and at their own convenience ie. probably at home in the evening on their own home PC or lap top."

"Right now, 400 golf clubs with the BRS system in the UK and Ireland are now benefiting from what are effectively extended opening hours. Additional benefits for their club managers include building a marketing database automatically and online pre-payment for tee times. With BRS Golf's online booking system operating in real time, every club is in complete control of which times they want to sell online, and at what price – peak, off-peak."

Get tooled up for online booking

Dr. Brian Smith continues: "This finding is very significant, as it means that if golf clubs really want to maximize their tee bookings, they will need a system like BRS Golf so that their members and casual visitors can make online bookings when it's most convenient to them. For most people, that is probably in the evening and when the club is closed."

"It also underlines another important point: the forthcoming Ryder Cup and the London Olympics will bring hundreds of thousands of tourist golfers looking for rounds of golf. If your club isn't set up for them to find its website and book a tee time on the internet, you'll be missing out on thousands of pounds of additional revenue."

"But if your club has the BRS Golf system and a decent website, you'll have the tools you need to make the most of the opportunities, both those from casual or nomad golfers, and those via major event golf tourism in the near future."

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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