

In this issue

[Expanding Portfolio](#)
[Business Solutions](#)
[Am Tour Partnership](#)

By the Numbers

Nearly
4,000
participating
courses

More than
6,500,000
rounds booked
in 2011 on
GolfNow.com

Quotable

“I didn’t think it was possible to increase revenues 239 percent in one year.”

Art Walton, VP-
Golf Operations,
Crystal Springs
Resort,
Vernon, NJ

EXPANDING PORTFOLIO

New Programs Broaden Reach

Golf Channel Business Solutions, which connects golfers to courses through technology-driven programs and services, expanded its reach in 2011 with the introduction of three programs: Deal Caddy, Golf Channel’s first social commerce website; SwingFix, which helps golf professionals expand their teaching base and increase revenues through online swing analysis and instruction; and Let’s Play 9, which encourages 9-hole and later afternoon rounds for time-stressed golfers.

Deal Caddy, which gives operators exclusive opportunities to promote special offers on time-sensitive rounds, sold nearly \$30,000 in golf offers following its launch in September.



Let’s Play 9, which launched in July, generated 32,240 course bookings, 65,644 course rounds and \$1.4 million in course revenues.



Golf Channel’s SwingFix platform is preparing for its first full season in 2012 with promotional support coming within Golf Channel’s leading instructional series, “The Golf Fix,” with Michael Breed.



The year also saw GolfNow.com introduce its tee time reservation service in Puerto Rico, British Columbia, Salt Lake City, Fresno and Charleston, increasing the number of U.S. markets where it is available to 80. In addition, Ireland became GolfNow’s first market expansion beyond North America.

BUSINESS SOLUTIONS

Connecting Operators and Their Customers

“We believe our job is to help you be where the golfer wants to be,” Paul Sampliner, senior director, Course Operations for GolfNow.com, told an audience of PGA Professionals and course operators at the 2012 PGA Merchandise Show.

In a presentation titled “Delivering More: Technology that Works for the Golf Operator,” Sampliner outlined programs and services available from Golf Channel Business Solutions that help PGA Professionals, course owners and managers increase participation and revenues.



“Most people know us only through our online tee time reservation service, but we are much more,” Sampliner said. “We’re really a technology and marketing platform that brings new customers to your course, fills your

tee sheets and improves revenues.”

GolfNow.com’s online tee time reservation service enabled more than 1 million registered golfers to book more than 6.5 million rounds in 2011. In addition to GolfNow.com, the Golf Channel Business Solutions portfolio includes the Golf Channel Am Tour and GolfNow Golf Leagues, which bring avid as well as casual golfers to participating courses to compete and have fun; Let’s Play 9, which encourages 9-hole and later afternoon rounds; SwingFix, an online lesson platform; and Deal Caddy, a social commerce program aimed at a dedicated golfer database.

Sampliner also encouraged owners, operators and professionals to adopt a revenue management strategy to gain a better understanding of opportunities to maximize revenues from their tee sheets.

“If you leave here with nothing else today from my presentation, leave here knowing that you need to have a plan to start moving your tee times online so you can build an electronic database of golfers and begin to establish some revenue management and optimization techniques that work for your course,” Sampliner said.

According to industry analysts, 11 percent of tee times are booked on online. But citing the growth in online reservations by airlines, which now receive 65 percent of their business from the Internet, Sampliner predicted “it’s only a matter of time before golf catches up.”

AM TOUR

Record Start in 2012

The [Golf Channel Am Tour](#) continued its record-setting start in 2012 with its second Major Championship of the season. The Duel in the Desert, a 54-hole event that attracted amateur players from throughout the U.S. and Canada, added more than 1,000 rounds at the Las Vegas Paiute Golf Resort’s three Pete Dye-designed courses.

The Golf Channel Am Tour—the largest amateur golf tour in North America with 6,500 registered members—continues to gain popularity in its eighth year. The 180-player fields for Majors scheduled in the next two months—at Trump International (Rio Grande, Puerto Rico), Horseshoe Bay (Horseshoe Bay, Texas), Pechanga (Temecula, California) and Caledonia Golf and True Blue Golf Plantation (Myrtle Beach, South Carolina)—are sold out. The 1,764 total rounds projected for the six tournaments represent a 47 percent increase over 2011, according to Kenny Booth, senior director of events for Golf Channel.



Tour officials attribute the Am Tour’s growth to the quality of the events and the courses on which amateur players of all ages and abilities can play. “This is a professional tour experience played on courses that have been on a lot of players’ bucket lists for years,” Booth said.

The Duel in the Desert was one of 27 Majors on the 2012 Am Tour schedule that also includes stops at TPC Sawgrass, Pinehurst Resort, The Homestead, Chambers Bay, PGA West and Barton Creek. In addition to Majors, more than 700 events in 60 U.S. markets are part of the Am Tour schedule in 2012. Through January, rounds in Am Tour local events were up 24 percent.

The 2012 Am Tour National Championship will be played at TPC Sawgrass and the Ponte Vedra Inn and Club.

In 2011, the Golf Channel Am Tour conducted more than 800 local championships and 25 two-day Major championships throughout the U.S., Canada and Puerto Rico. Participants played 45,629 rounds, including 5,000 rounds in the national championship, which attracted 1,014 players to the PGA West and La Quinta Resort in Southern California.

PARTNERSHIP

Golf Digest Alliance Adds Convenience, Information for Golfers

Golf Digest, the world's most widely-read golf publication, and GolfNow, the leading electronic tee time reservation platform, announced a partnership that gives *Golf Digest* readers instant access to the world's largest, free tee-time reservation system and gives GolfNow.com users access to *Golf Digest*'s authoritative course rankings and award-winning editorial.

"We are thrilled to provide readers with the ability to easily book tee times online at any time," said *Golf Digest* Chairman and Editor-in-Chief Jerry Tarde. "In a digital world, where consumers increasingly expect electronic functionality in all aspects of their lives, it's a natural and fitting partnership. We also believe the *Golf Digest* rankings will be an important addition to GolfNow."

Golf Digest readers will be able to book tee times from GolfDigest.com on more than 3,500 courses participating in the GolfNow.com network. GolfNow will incorporate *Golf Digest*'s comprehensive biennial rankings of America's 100 Greatest Courses, America's 100 Greatest Public Courses and Best In State courses, as well as editorial content, into its listings on GolfNow.com and its iPhone app.

**For more information visit www.GolfChannelSolutions.com
or contact your local market representative.**



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