



500 customers and counting: BRS Golf an Online Booking go from strength to strength

Moortown Golf Club, the prestigious members club near Leeds has become the 500th customer of BRS Golf, the undisputed market leader in tee time management and online booking systems.

While other sectors in the golf market suffered from the continued economic downturn in 2010, online tee time booking clearly wasn't one of them. BRS Golf's customer base grew by a further 37% in the twelve months to the end of December. Furthermore online tee bookings from visitors amounted to £3.6 million for clubs in the UK and Ireland compared to £2.1 million in 2009, a massive increase of 71%.

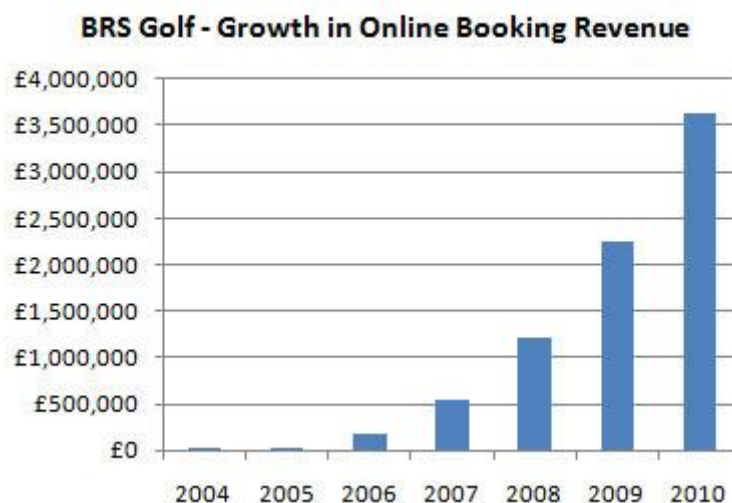
Moortown: 'Delighted'

Moortown's Peter Rishworth, the Secretary at the major private members' golf club, was impressed with the BRS Golf product from Day One: "We are delighted to be BRS's 500th customer. Before we saw BRS Golf's system, the club had established that we wanted to give our members and visitors the ability to book online, but we also needed a strong back office management tool."

"BRS has it all, with excellent management information and all the online capabilities we were looking for. In addition to this the Administration module will improve communications within the club, so everyone is aware of all that is going on at the club on any particular day. It's certainly making things easier in terms of the admin load as well."

The online golf market growth continues

For clubs with the BRS system, the growth in visitors booking online shows that investing in this route to market is fast becoming a must have for golf clubs. In 2010 online revenue (including 3rd Party tee time marketing channels like Teeofftimes and Online Tee Times) was £3.6 million for clubs in the UK and Ireland, compared to £2.1 million in 2009, a massive increase of 71% or £1.5m.





The average online booking revenue booked directly through the club website topped £10,500 per club or £13,000 if you include the 3rd Party marketing channels. This is up no less than 20% on 2009, and from the statistics drawn down by BRS Golf it is also clear that the 3rd Party marketing channels volumes are growing as well. In 2010 82% of bookings were made directly via club websites integrated with the BRS system, while 18% were through 3rd party marketing channels.

Dr. Brian Smith is delighted with the 2010 results: "The figures prove that increasing numbers of golfers are booking their golf online, and many more clubs are realising that offering online booking through the club website can generate significant income streams and save a lot of administration time."

"It is also a key element to many of our customers marketing plans, in terms of building a marketing database and marketing the club to previous visitors. Along with our recent partnership deal with Club Systems, there's every reason to believe that 2011 will continue to see the same upward trend for online golf."

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 and later 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.

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