

Visitor Booking Engine



1,435 clubs
using BRS GOLF
in UK & Ireland

2.65 Million
visitor bookings
via BRS GOLF/year

£14 Million
in visitor revenue
per year

The BRS GOLF Visitor Module is a powerful tool that allows visitors to book and pay for casual tee times and open competitions by credit card or debit card - directly through your club website.

Key benefits

- Allows visitors to book 24/7, leading to increased green fee revenue
- Can be integrated with your website
- Build a GDPR-compliant marketing database by capturing visitor contact details
- Set up open competitions for online booking
- Create packages for visitors to include food, beverage, accommodations or other services
- Integration with GOLFNOW tee time distribution platform
- Automatic email confirmation of every booking
- Dynamically price your rates by offering reduced green fees at off-peak times, or increased rates at peak times
- Define your booking conditions including deposits, cancellation policy and dress code
- Remain in full control of what tee times are available to visitors and at what price
- Block off busy members' times but allow visitors to book harder-to-fill slots



Dynamically price green fees



Set up open competitions

Members' frequently asked questions

Will we be swamped by visitors?

The key to the system is that the club is in control and can open or close availability at will. Members' times which are blocked off on the tee sheet are not available to visitors and cannot be booked from an external source.

“ We were keen to increase our visitor green-fee revenue and manage our tee reservations more efficiently .. Since the system went live, we have seen visitor green fee revenue grow by 44 per cent. ”

- **Bob Gunning**
General Manager
Longniddry Golf Club