

# Revenue Management

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On average, 106 pricing adjustments made daily at over **2,200** courses

**70%** of online bookings are made within 48 hours of play

**12%** additional revenue generated by clubs with 4-ball offers

## Minor adjustments, major impact

There is much more to operating a business than simply hanging a sign and opening your doors. Revenue management is key to maximising your course's potential, and our experts can help you implement pricing strategies that will drive you to new levels of success.

### Features



#### Price green fees relative to inventory and conditions

Successful courses adjust rates in relation to demand and the product on offer, balancing value and profit.



#### Monitor the competition

Look to what your neighbouring clubs are charging and adjust your rates accordingly.



#### Track your course utilisation

Ensure you sell at your full price during peak times, and introduce attractive offers when the course is quiet.



#### Offer multiple price points for larger group sizes

Attract more golfers and large group outings with varied pricing options.

### Find your solution

GOLFNOW helps golf courses like yours build lasting relationships with golfers by providing innovative technologies, professional services and dependable support, 24/7/365.

GOLFNOW and BRS GOLF are part of the GOLF family of brands, serving more than 7,000 course partners worldwide.

- The UK & Ireland's leading online tee time provider since 2005
- Serving 2,200+ courses
- Trusted by more than 500,000 golfers
- In partnership with GOLF Channel



To learn more about our offerings, contact our Account Management Team at [sales@golfnow.co.uk](mailto:sales@golfnow.co.uk) or by calling **Freephone Number: 00800 780 88888**.