

# BRSGOLF

## REVENUE MANAGEMENT

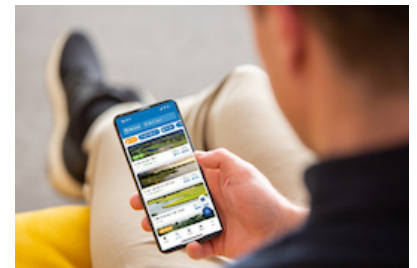
### MINOR ADJUSTMENTS, MAJOR IMPACT

Revenue management is key to maximising your course's potential, and our experts can help



#### BENEFITS

- 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.
- Track your course utilisation. Ensure you sell at your full price during peak times, and introduce attractive offers when the course is quiet.
- Monitor the competition. Look to what your neighbouring clubs are charging and adjust your rates accordingly
- Offer multiple price points for larger group sizes. Attract more golfers and large group outings with varied pricing options.



Get access to our unrivalled market data



Drive visitor revenue without impacting members

#### REVENUE MANAGEMENT IN NUMBERS

9

Dedicated account managers to help you manage revenue

60%

of bookings made within 48 hours of play

£10.5M

Generated for our course partners in 2021