



ORIDA Hotel Golf & Leisure

Courses	Oakland Park Park Wood Surrey Downs
Location	England
Contact	KJ Rhee

Post-lockdown goals

- 1 Manage the unprecedented demand for tee times with the safety of staff and golfers in mind.
- 2 Increase rounds booked year-on-year through GolfNow and directly via course websites to help mitigate the impact of Covid-19.
- 3 Utilise GolfNow's dynamic pricing, market intelligence and marketing capabilities to grow revenue.



Outcomes

- ✓ 1067% YOY increase in rounds booked via GolfNow since lockdown was lifted
- ✓ 996% YOY increase in rounds booked directly through course websites
- ✓ Over 2,600 rounds booked across three ORIDA venues in June 2020 alone
- ✓ GolfNow's dynamic pricing has allowed the ORIDA to maximise profit and minimise vacant tee times
- ✓ Golfers have a seamless, contactless and safe way to book their rounds
- ✓ ORIDA has more insight into booking behaviours than ever before, helping them to increase repeat bookings by 684%
- ✓ Since lockdown was lifted the group of courses has seen green fee revenue growth of more than 700% YOY



ORIDA's trio of courses sees unparalleled growth in rounds and green fee revenue through GolfNow

ORIDA Hotel Golf & Leisure is a multi-course operator that vaunts three exceptional golf clubs in the south of England – Surrey Downs, Park Wood and Oakland Park. Their convenient locations, and proximity to London, make these parkland courses extremely popular destinations for casual golfers as well as members.

When restrictions on golf were lifted in England on 13 May, ORIDA immediately saw a huge influx of bookings. Working in partnership with GolfNow to meet visitor tee time demand, ORIDA has maximised revenue and helped mitigate the huge impact of Covid-19 on business at all three of its clubs.

The return of golf was excellent news for golfers, GolfNow and its course partners, but it certainly came with many challenges, as ORIDA Hotel Golf & Leisure Director KJ Rhee can attest.

“Once we opened our phone lines and booking engines, the reservations came flooding in,” he says. “Our team worked incredibly hard to ensure the courses were ready to greet the huge number of golfers and allow them to enjoy the course safely. We implemented the correct cleaning and distancing measures in a very short period of time and, thanks to the greenskeepers’ continued work through the lockdown, we were fully prepared for our members and visiting golfers.”

Unprecedented 1067% YOY growth in rounds booked via GolfNow

Since 13 May, ORIDA’s courses have seen an incredible 1067% year-on-year increase in rounds booked via GolfNow, with a 996% uplift in rounds through its course websites. In June alone, over 2,600 rounds were reserved across ORIDA’s three parkland venues.

KJ adds: “The team at GolfNow provided us with excellent support post lockdown, allowing the staff at Oakland Park, Park Wood and Surrey Downs Golf Clubs to manage the thousands of golf rounds generated when restrictions were lifted.

“The fantastic news is the demand has continued to stay high. Many customers had never played at our courses before but I am delighted that many have now become regulars.”



How trade tee times have contributed to ORIDA’s growth

The trade agreement allows ORIDA to use GolfNow’s BRS Golf tee sheet technology in return for a mutually agreed, daily Hot Deals tee time at its courses. KJ says the clear advantage of this, in addition to saving on capital cost, is working in partnership with GolfNow to jointly promote ORIDA’s courses.

“It really does mean a coming together and partnership of two companies,” he explains. “There is an incentive for both ORIDA and GolfNow to publicise rounds of golf, and Hot Deals do target golfers who have never visited to encourage them to try the course – often leading to repeat visits.” In June alone repeat bookings at ORIDA courses increased 684%.

KJ continues: “In our opinion, the technology provided is simply the best in the market. Easy to use booking sheets are a given, but BRS Golf also boasts excellent reports and perfectly (and effortlessly) integrates with the various GolfNow selling engines.

“It’s perfect for companies like us who operate multiple clubs, allowing us to easily communicate, centralise and collaborate, making us more productive and giving us the time to concentrate on our main goal – providing an excellent golfing experience.”

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Reaching new audiences through GolfNow and Sky Sports

In 2018 the parent company of GolfNow, Comcast, purchased Sky. Since then, GolfNow has embarked upon a partnership with Sky Sports to encourage more

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people to play golf in the UK & Ireland, including an incredible £2million marketing plan. And our course partners are already seeing the effects of this unprecedented investment in growing the game.

KJ says: “ORIDA’s partnership with GolfNow seems to grow from strength to strength. The power and reach of GolfNow’s various channels, including its relationship with Sky Sports, allows us to reach new audiences

“ while also providing our customers with a seamless and effortless way to reserve their rounds of golf.”

Maximising profit while minimising vacant tee times

The team at GolfNow has not only helped ORIDA meet demand for tee times post lockdown, they have also assisted in growing revenue through dynamically pricing rounds to ensure courses maximise profit and minimise vacant tee times. A level of customer service that KJ says compounds their loyalty to GolfNow. “We at ORIDA continue to be committed to the excellent product and service provided by GolfNow.”



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