



## Galgorm Castle, County Antrim

Country	Northern Ireland
Contact	Ross Oliver
Position	Director of Golf
Installation Date	2006

### Course Goals

- 1 Modernise the booking process to make it easier for members and visitors to reserve the tee times they want.
- 2 Streamline processes to make a very busy, popular club more efficient – with the added benefit of cutting down admin costs.
- 3 Increase revenue at the club through collecting more green fees.



### Outcomes

- ✓ The booking process has been improved for members and visitors alike.
- ✓ The user-friendly BRS Golf members' booking app has made it even easier for members to book the tee times they want.
- ✓ Galgorm Castle is able to analyse its green fee forecasts and identify potential for further income.
- ✓ Managing both casual and competition tee times has been streamlined.
- ✓ Thanks to integration with GolfNow and Teeofftimes, online visitor bookings have shown solid growth year-on-year.
- ✓ The club has cut down on admin time and costs.
- ✓ Members and staff are all very happy with the system.



## BRS Golf by GolfNow has transformed bookings at Galgorm Castle

Northern Ireland's sublime Championship parkland course Galgorm Castle Golf Club is one of over 1,400 GolfNow customers throughout the UK and Ireland enjoying the simplicity of market-leading tee time booking technology.

Before partnering with BRS Golf by GolfNow, Galgorm Castle used a manual diary to oversee all visitor and member bookings. That was 12 years ago and now director of golf Ross Oliver says club staff can't imagine managing casual or competition tee time reservations without the BRS Golf system.

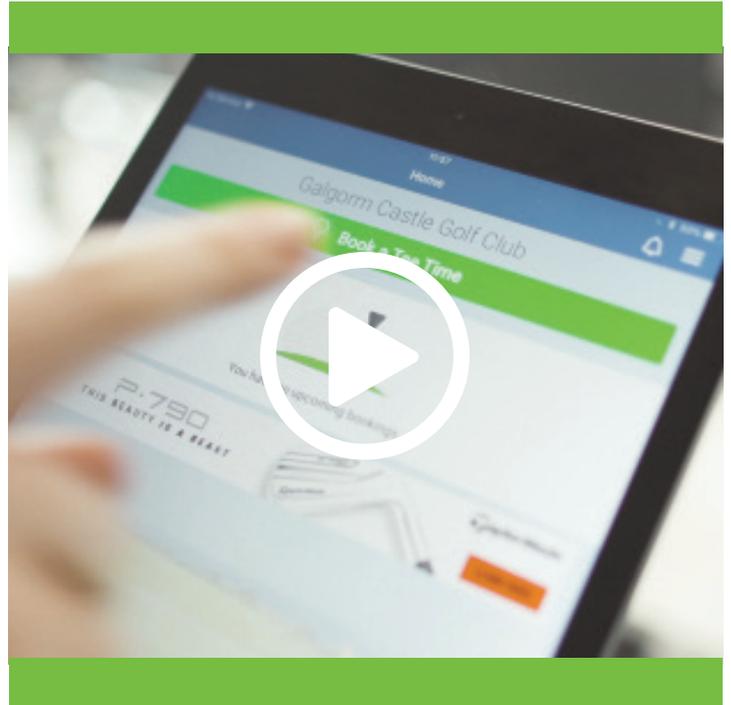
## Green fee forecasts help identify income potential

Director of Golf, Ross Oliver, says: "When Galgorm Castle first implemented the system in 2006, the goal was to modernise the booking process, become more efficient and increase sales. All of these goals have been met, and indeed, exceeded. BRS Golf technology allows us to look at our green fee forecasts and identify potential for further income while cutting down on admin costs and improving the booking process for members and visitors alike."

“...the goal was to modernise bookings and increase sales. All of these goals have been met, and indeed exceeded.”

## BRS Golf by GolfNow has made managing competitions a breeze

“We now use BRS Golf technology for all member and visitor bookings. It is a particularly excellent tool for managing competitions – I wouldn't like to think about running competitions without it!”



## Galgorm Castle by the Numbers

600 members

200 members use the BRS Golf app

9,000 BRS Golf Members Booking app logins

1,184 bookings made via the app

16,640 bookings made by members and visitors via BRS Golf in 2017

## Galgorm Castle: Home of the European Tour's NI Open

Galgorm Castle is one of the finest parkland courses in Ireland – vaunting an ancient Jacobean castle at the 10th green – and has been home to the European Tour's Northern Ireland Open since 2013. The increased exposure of this annual event has generated huge interest in the course from visiting golfers, who can easily book their tee time online. The club is part of the luxurious Galgorm Resort & Spa in Ballymena, making it the perfect location for a play and stay break.

## GolfNow and Teeofftimes integration helps increase green fees

Ross notes: "It is now easier for visitors to book and our online bookings have shown solid growth in recent years with the improved booking engine, plus the GolfNow and Teeofftimes platforms."

“The new members' app makes things even easier and greatly improves the user experience.”

## BRS Golf has the full backing of Galgorm's membership

Though visitors play an important role at Galgorm Castle, members are the lifeblood of the course and any changes within the club need the support of the

**“GolfNow's BRS Golf technology has made it easier for visitors to book, and our online bookings have shown solid growth.”**

membership. BRS Golf booking technology has the full backing of Galgorm's members, with more members' rounds being booked than ever before across the website and mobile app. The Members' Booking

App was just launched in 2017 and already more than a quarter of Galgorm's membership are using the iPhone and Android app to book their tee times.

**“**Our members are very comfortable with BRS Golf technology and would be opposed to changing the booking system.”

## Golfers love the new BRS Golf Members' Booking app

Ross enthuses: “Our club members are very efficient in using the BRS Golf system and we rarely have to provide assistance. The new members' app makes things even easier and greatly improves the user experience. Our members are very comfortable with BRS Golf and would most certainly be opposed to ever changing the booking system.”



**GALGORM CASTLE**  
**GOLF CLUB**

## World-class customer service

**“**The customer service provided is exceptional,” Ross said. “The introduction of Live Chat has been fantastic and means all our staff can easily get in touch and find the solution to any issues or queries they may have. I would recommend the BRS Golf system to any club considering moving to online bookings or changing providers.”

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