

Seasonal rates: Best practices



Time for a change?

Get more golfers on your course this autumn and winter by dynamically pricing your green fees with BRS Golf by GolfNow. Here's a handy guide to online rates best practices.

- Ensure green fee rates are loaded in as far in advance as you are able
- Having rates available to book over eight days in advance has shown to have a positive impact, we would suggest 30 days in advance so that golfers planning to play your course can book well in advance
- Try to have three or more price points per day, even through the winter months
- You could look at having three and four-ball special offers to help attract a larger basket size/value at checkout
- Review your rates on a weekly basis to allow you to dynamically price. This is important so you can update rates with the weather
- Release any unused tee times at the end of competitions
- The demand to play on a Saturday or Sunday often outstrips available tee times. By opening up even a handful of tee times each afternoon you will have a great chance of selling them and, over the winter, this will add up to a significant amount.
- If your course layout permits why not add in 9-hole rates to be able to sell later in the afternoon when daylight restricts being able to complete 18 holes.

Call **0800 7808 8888** or email sales@golfnow.co.uk for more info.