

A Unique Way to Capitalize on Tourism Business

INTRODUCTION

A golf course was being asked by local hotel operators to offer a golf package that included accommodation. Usually, this type of package is offered in one of three ways:

- 1) The accommodations provider promotes the golf package and books the rooms and golf
- 2) The golf course operator promotes the golf package and books the rooms and golf
- 3) A third-party organization is paid by the accommodations provider and the golf course to promote the golf packages

None of the traditional options for promoting stay-and-play packages worked for either the golf course or the hotel operators.

THE PROBLEM

The golf course and the accommodations providers did not want to commit the time or money to book stay-and-play packages, yet both wanted to benefit from the tourism opportunities. There was no opportunity to combine the booking systems for the golf course and all hotels that may wish to participate, and to do so manually was too time-consuming for any party.

THE SOLUTION

The golf course created a special rate for 18 holes of golf and a cart and printed them on passes the size of a business card. The cards were made available at hotels throughout the community, and they could offer them to their guests as a benefit of staying with them. The guest could book the tee time with the golf course to suit their schedule, present the card at the golf course and pay the special rate.

The golf course had to pay the costs of the business card passes and the hotels promoted the cards to guests. It was a reasonable compromise that allowed both the golf course and the hoteliers to benefit from an extra promotion without the traditional costs associated with stay-and-play packages.

THE RESULTS

The golf passes were a hit and the golf course tracked the rounds they earned from the promotion. The hoteliers found it was an easy promotion that increased interest in their accommodations package and guests were happy to make their tee times. The promotion continued year after year, bringing in additional revenue that the golf course might not have otherwise earned.