

## The Smart Solution for Innovative Clubs

GolfNow, the world's leading platform for the distribution of tee times, connects golf clubs with millions of active golfers worldwide via Google, mobile apps and the web. Our flexible business models, automated workflows, and targeted marketing help clubs to boost efficiency, increase tee time utilisation and grow revenue.



## Why GolfNow Works for Your Club

### 1 More Bookings, Higher Revenue

Our data shows that 70% of all golfers prefer to book their tee times between 7:00 PM and 9:00 PM – typically outside of a club's regular business hours. With GolfNow, your tee sheet stays open 24/7, so you never miss a booking. Plus, GolfNow Hot Deals help fill unused slots without impacting member's preferred tee times.

### 2 Optimised Tee Time Management

GolfNow streamlines tee time management by giving clubs full control over availability and pricing. You decide when and how tee times are offered to visitors – and whether to promote targeted offers to fill slower periods or unused slots. Detailed booking data provides valuable insights into player behaviour, peak times, and no-show patterns.

### 3 Boosted Visibility via Google Search

GolfNow seamlessly integrates with Google, displaying a "Book Online" button directly in search results. This boosts your club's visibility, helping fill unused tee times while enhancing accessibility for international golfers seeking an easy booking experience.

### 4 Reach the Next Generation of Players

Especially Gen Z golfers expect mobile-first convenience — and GolfNow puts your course right at their fingertips. With seamless, multilingual access, partner tee times can be booked anytime, anywhere, connecting your club with tech-savvy players who rely on pps to plan their rounds.

### 5 Part of a Global Network

Even clubs with high occupancy benefit from GolfNow's global reach. With 3.5 million active golfers and more than 9,000 partner clubs worldwide GolfNow connects your course to an international audience. Prestigious golf courses like The Belfry and Trump Turnberry use GolfNow not only to drive bookings, but to strengthen their global brand presence.

### 6 Less Admin, More Golf

GolfNow automates bookings, payments, and cancellations — significantly reducing manual admin and freeing up your front desk team to focus on delivering a better member and guest experience.

### 7 Flexible Business Models

We understand every club operates differently. That's why GolfNow offers flexible partnership models—whether through a commission-based setup or a barter agreement where technology is provided in exchange for tee times, giving clubs full scalability and control.

### 8 Targeted Marketing

Expand your club's reach with GolfNow's powerful marketing tools—including social media campaigns, retargeting, emails, and ads. Our research revealed that nearly 50% of golfers are willing to travel 50 km or more for a round – tap into that spirit discovery and attract new visitors without affecting the preferred tee times of your members.

