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## **MOBILE PLATFORMS FROM TEEOFFTIMES ALLOWS BOOKING ON THE GO**

### **Phone & tablet usage drives new booking trends**

*(Windsor, Berks – March 6th, 2013)* With an updated app and fully-functional mobile site, *Teeofftimes.co.uk* - the UK's largest online tee-time booking service - has made it even easier for UK golfers to search for and book their next round.

Since the launch of the mobile site in late 2010 and the iPhone app last year, both platforms have proven hugely popular with customers, reflecting the company's commitment to providing golfers with the means to book rounds at their own convenience, at any time of night or day.

In February 2013, a massive 33% of all bookings with *Teeofftimes* were made via a mobile device, continuing a trend of significant monthly growth. Ofcom data has revealed that almost 60% of UK mobile users already own a smartphone (a figure expected to rise to 75% by the end of 2013), confirming the desire of users to have mobile browsing capability at their fingertips.

With more than 50% of *Teeofftimes*' bookings already made outside of office hours - and Google research showing that mobile and tablet browsing peaks between 6pm and 9pm - the mobile web and app functionality of *Teeofftimes* clearly supports this change in consumer behaviour.

"The engagement with the mobile site and the number of downloads of the app clearly indicates that golfers are embracing mobile technology," said Richard Barker, General Manager of *Teeofftimes*. "The way people research and book their golf is changing - hopefully our investment in these channels will help to ensure that the clubs we promote reach more golfers than ever before."

Boasting a range of impressive features, the app enables golfers to find and securely pay for tee times at more than 1,000 courses in the UK via their iPhone or iPad. An Android version of the app will follow in late Spring.

Rather than simply being a booking tool, the app has a host of great features including the Near Me search that uses the handset's GPS facility to find the very best offers near the user's current location, as well as the more traditional search options of entering the desired course name, postcode, town or county. Results can then simply be viewed either on a map or in list form, with easy-to-use filters able to categorise by price,

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saving and rating. Regular searches and preferred clubs can be saved in a 'Favourites' list.

To help golfers plan their rounds, the app also gives access to a whole raft of useful information including course descriptions, images, scorecards, independent reviews from *Golfshake.com* users and driving directions. Video guides are even available for selected venues. With just a few steps from search to checkout, using the *Teeofftimes* app couldn't be easier and customers will automatically receive loyalty *Breakpoints* on every booking, which can be redeemed against future tee-time bookings or on sister sites *Golfbreaks.com* and *BookaSpa.com*.

***The Teeofftimes app can be downloaded for iPhone from the App Store or via iTunes***