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PLENTY OF NEW YEAR CHEER FOR TEEOFFTIMES.CO.UK

Record numbers, new staff and great news for the 2015 season

(Windsor, Berks – January 15th, 2015) With the golf season almost upon us, *Teeofftimes.co.uk* – the UK's leading online tee-time booking service – is gearing up for what looks set to be another great year. Here, General Manager, Richard Barker, gives an update on the latest news.

Having enjoyed a bumper growth year in 2013, I'm delighted to report that we managed to produce a further 35% growth last year with increasing consumer demand for online booking. Thanks to a warm summer, Rory's magical spell and our highly successful advertising campaign on Sky TV – not to mention England's early exit from the World Cup - golf was very much on people's agenda.

In total, we booked more than £7m green fee revenue - with almost 60% of bookings being made via the mobile site and apps. The society side of the business via our specialist sales team also went through the roof, with more than 1,000 society days being booked.

And it's not just the number of golfers booked that has grown. More than 220 new clubs were signed up by Sales Manager, Chris Knight – who spent much of the year touring the country and talking to clubs about how to generate more revenue through their previously unsold tee-times.

With more than 1,400 clubs now in partnership with *Teeofftimes.co.uk*, we've become an extremely important distribution channel for our partners, helping clubs to significantly boost their revenues by filling vacant inventory and marketing their tee-times to a database of more than 500,000 golfers.

Any clubs interested in finding out more can contact Chris directly on cknight@teeofftimes.co.uk

I'm also delighted that our partnership with the Golf Foundation raised nearly £10,000 for junior golf through the HSBC Golf Roots scheme. I'd like to offer a huge thank you to the golf clubs and club groups who took part in this project. The support from De Vere Hotels & Resorts, Mytime Active and Macdonald Hotels & Resorts was exceptional and a great way for us all to put something back into the game. Hopefully we can take that figure up to £20,000 in 2015!

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Finally, I'm delighted to welcome two new additions to the *Teeofftimes.co.uk* Account Management team. Fraser Carr will take over the Scotland region from Matt Shaw, who will focus solely on covering Scotland for parent company, Golfbreaks.com. A +1-handicap golfer, Fraser joins from Adams Golf where he was an Area Sales Manager. Prior to that, he spent three years at TGI Golf as a Retail Consultant.

Also joining is Nick Eden, who will cover London and the South-East. An 11-handicap club member, Nick joins *Teeofftimes.co.uk* from Crown Golf, where he spent almost three years as Sales Manager at The Bristol Golf Club.

All the best to everyone for a happy and prosperous 2015!

To learn more about *Teeofftimes.co.uk* contact Richard Barker directly on 07793 775207 or at rbarker@teeofftimes.co.uk

Media Enquiries

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Notes for Editors

Teeofftimes.co.uk was formed in 2007 by Europe's specialist golf travel company, Golfbreaks.com. It now advertises tee times for more than 1,400 clubs in the UK & Ireland, with the figure growing on a daily basis. In 2014, 410,000 golfers took the opportunity to purchase tee times online 24 hours a day and seven days a week, via the website, mobile site and iPhone/Android apps. *Teeofftimes.co.uk* is also the only tee-time booking service to reward customers for their loyalty through the Breakpoints customer rewards programme, which earns money off all future bookings made with *Teeofftimes.co.uk* and our sister companies, *Golfbreaks.com* and *BookaSpa.com*.