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SPRING HAS SPRUNG FOR TEEOFFTIMES

New courses, new staff and new rates for the 2014 season

(Windsor, Berks – March 31st, 2014) With the golf season now well underway, *Teeofftimes.co.uk* – the UK's leading online tee-time booking service – is gearing up for what looks set to be another record year. Here, General Manager, Richard Barker, gives a Spring update on the latest news.

Since joining back in November, Sales Manager Chris Knight has been touring the country, talking to clubs about how to generate more revenue through their previously unsold tee-times. With almost 100 new additions already, we're seeing more and more clubs looking for new ways to maximize their tee-sheets.

A wide variety of new courses across the UK are now working with us, ranging from high-end courses such as Formby, Ferndown, Luffenham Heath & Gales Links; member's clubs including Warrington Golf Club, Burton-on-Trent & Howley Hall; resort courses including Whittlebury and Canford Magna; plus pay-and-play courses like Fiddlers Ferry, Belhus Park Golf Club and Tidbury Green.

With more than 1,200 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.

One of the new clubs, the Alister MacKenzie-designed Hadley Wood in Hertfordshire has already felt the benefits of working with us. Secretary David Jackson comments: "I was shocked at how quickly *Teeofftimes.co.uk* impacted the business at my club. They have a wealth of market intelligence which has proved extremely useful and I can say without any doubt that they have brought new clients to my club."

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

With many of the Winter pricing structures expiring on the 31st March, now is the time to ensure your *Teeofftimes.co.uk* rates are up-to-date for the busy weeks ahead, especially with The Masters about to kick-start the Summer season. So get off to good start in 2014 and be sure to set your rates for the year. In March 2014 we saw 1% of our bookings play after 3pm - exactly the same stat as the previous year – but in April

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last year that number jumped to 18%, clearly demonstrating the importance of updating your high-season rates.

We are also delighted to announce a new member of the *Teeofftimes.co.uk* team, Charlie Swann, who joins a team of eight regional Account Managers working closely with clubs across the UK to create bespoke strategies based on their individual requirements.

After studying Golf Management at Bournemouth University, Charlie - a former Hampshire County player - spent five years at the prestigious Remedy Oak golf course as the clubhouse manager. He has also previously worked for American golf and brings a wealth of experience to the team.

Charlie commented: "I'm delighted to have joined *Teeofftimes.co.uk* and am really looking to working with clubs in the South of England, helping them to maximize their tee-sheet and bring in more incremental business."

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 1,200 clubs in the UK & Ireland, with the figure growing on a daily basis. In 2013, 350,000 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 our 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.