



Do you think some kind of a Season Ticket arrangement would help business at your range?

What's Your Opinion ?

George Boznos, 4G Practice Fairway, Morton Grove, Ill. — We've built our business on promotion, good service and good equipment. We are willing to go along on that. I don't think a Season Ticket setup would help us. We have numerous regular customers who use the range four or five nights a week and if we were to give them Season Ticket prices, we'd lose a good deal of money on their business. A fellow who is getting started in the range business might use the Season Ticket as a gimmick to build up a following, but he'd be smart to ease out of it in two or three years.

Bill Barton, Bill's Driving Range, Huntsville, Ala. — As an off-season business stimulator, I think it would be a good idea. I have all the business I can handle in the spring and pretty well through the summer and fall. But winter's a different matter. I'd like to step up play between Christmas and early March. I'm considering offering a block of 10 tickets for \$7.50 during this period. This would give the player 10 large buckets of balls to hit. The tickets would have to be used between say Dec. 1 and Mar. 1. The revenue from this setup should more than meet range expenses during our slow period.

Finch Lewis, Pete Thomas Golf Range, Hillside, Ill. — What would you charge and still not take too much of a beating? If you were to get \$40 for a Season Ticket you can bet the golfer would hit \$80 worth of balls. You couldn't make out on such an arrangement, especially if you

had a large number of ticket holders. The way to keep them coming back to a range is to give them good balls to hit. This is much more important than providing good clubs because most people who come to a range bring their own equipment.

Walter Ruesch, Ruesch Golf Range, Northbrook, Ill. — I tried it once and it wasn't very successful. It didn't step up the volume of play, it reduced our revenue and, of course, our expenses were the same. We depend more on transient trade than regulars and therefore it's to our advantage to get the full price. A Season Ticket might possibly increase play at some ranges during weekday daylight hours when things normally are rather slow, but after 6 p.m. the operator should get the full price when traffic is heaviest.

Floyd March, March Golf Center, Lima, Ohio — Since I'm comparatively new in the range business, I am faced with the task of promoting my operation whenever and wherever possible. I've done quite a bit of work in getting industrial league golfers to use my range and Par 3, but I'm still on the lookout for other ways of bringing them in. Possibly next year I will use a system whereby the player can buy a \$20 ticket which will give him the privilege of hitting 50 buckets of balls. I charge 50 cents a bucket. That means I'd lose \$5 on each deal of this kind but I might stand to gain a great deal from a patronage standpoint. I have given coupons entitling the player to an extra bucket from time to time, but I can't say this idea ever worked out very successfully.