

Legend Trail secures about 10 percent of its summer business through loyalty programs.

Loyalty Pays: Legend Trail's frequency program supplements slow season

BY BRUCE ALLAR
CONTRIBUTING EDITOR

In Scottsdale, Ariz., summer golf can be a hard sell. The snowbirds have migrated north from their wintering grounds as Sonora Desert temperatures soar into the triple digits. Add the competition of numerous top-flight courses in the area, and the need to stimulate daily rounds becomes obvious.

As a summertime strategy, Legend Trail Golf Club in north Scottsdale, a public facility, sought a way to increase the play of core golfers with a tiered loyalty program. Initially, the goal was to get one more round out of each golfer, says facility general manager Rick Williams. The method: Increase the rewards to golfers based on the frequency of their rounds. So in order to promote return visits, Legend Trail now offers a sliding greens-fee scale to those who purchase a Summer Player Pass.

The \$25 pass was launched in 2006 and repeated this year. Pass holders are able to play on weekdays for \$35 before 11 a.m. and for \$30 after 11 a.m. (add \$15 for weekends) for their first five rounds and then get the sixth round free. Then, rounds seven to 10 cost \$5 less, with the 11th round free, and rounds 12 to 14 another \$5 less, with the 15th round free. That adds up to three free rounds

out of 15. Any further 18-hole outings are assessed at the lowest fee, \$25 early in the day and \$20 after 11 a.m. on weekdays.

"I'd rather get a group out there for 20 bucks a player than not get anybody playing during the summer months here," Williams says.

He estimates that more than 50 percent of rounds played in summer 2007 were by the Summer Player Pass holders, and 75 percent of golfers who purchased the pass played at least 10 rounds during the season, which earned them the lowest greens fees. The normal summer greens fee is \$70.

Legend Trail also sells an annual pass (\$2,600 for residents of the Legend Trail community, \$3,200 for non-residents). But Williams estimates that as many as 80 percent of those members are living elsewhere during the hot months, so the summer pass does not affect those sales.

QUICK TIP

Business Booster

Many golf courses around the country have had good success with various Nine and Dine programs, which invite couples to play nine holes and have dinner at the club. It's a great way to generate revenue on a Friday night, and programs can be catered to single people — where the golf courses play matchmaker — or established couples.

Another promotion, the Loyalty Card, is based on the highly successful Southwest Section PGA Golf Pass.

"You're buying into the opportunity to pay discounted greens fees," Williams says, "and unlike a gym membership, we want you to come back after we sell it to you."

Continued on page 40

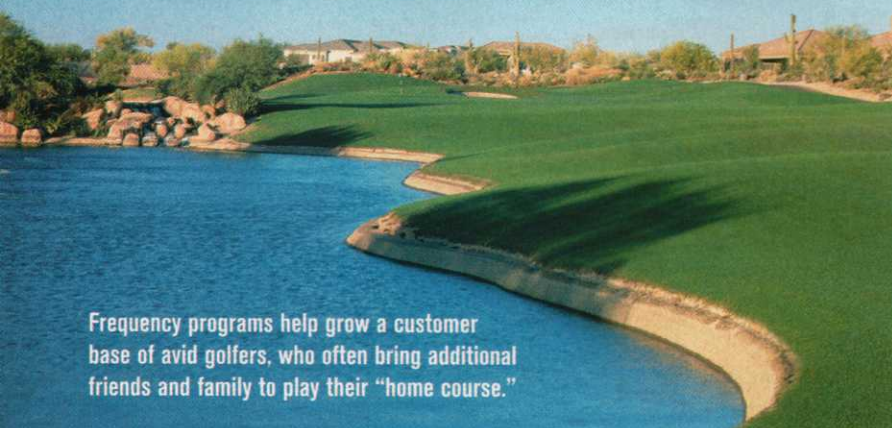
HONOR THE GAME.



YOU COULD BUY SIX DIFFERENT VEHICLES. OR ONE CARRYALL 295 WITH INTELLITACH.™ With its revolutionary IntelliTach quick-change attachment system, the versatile Carryall 295 with IntelliTach is unlike any other 4x4 vehicle on the market. You can quickly and easily attach a broom, a set of forks, a bucket, a mower or a blade. That means you get more work done in less time. How can we help your operation succeed? 1.800.CLUBCAR www.clubcar.com

Club Car

PHOTO BY: DAVID FRABONIA (LEFT); PHOTO COURTESY: LEGEND TRAIL GOLF CLUB (RIGHT)



Frequency programs help grow a customer base of avid golfers, who often bring additional friends and family to play their "home course."

Continued from page 39

For \$99, Loyalty Card holders receive a minimum of 50 percent off weekday greens fees — and 25 percent on weekends — year-round for themselves and one guest, among other savings, including a free round for every five played. Williams captures e-mail addresses of card purchasers and blasts out promotions to the group. Among them: golf and lunch specials, Monday and Tuesday specials, and tournaments for Loyalty Card members. If

QUICK TIP

Broaden Your Horizons

The Tri-Valley Academy of Bergenfield received a grant from the United States Golf Association to start a golf program for adolescents with autism. The Far From Par program welcomed 16 middle school and high school students to learn golf etiquette and how to play the game.

Williams spots a wide-open tee sheet for a day or two down the road, he'll send out a mass e-mail offering 60 percent off to Loyalty players to keep the course busy.

This promotion, now in its third year, is his biggest success, Williams says. He will not divulge the number of Loyalty Card members, but estimates that they contribute at least 10 percent of total rounds played.

"We wanted to create a customer base of frequent users," he says. "It was a very simple thing to put together, and it has increased traffic quite a bit."

Continued on page 42

PHOTO COURTESY: LEGEND TRAIL GOLF CLUB

**golf
construction**

news.com

"The Source for New Golf Project Information"

golfconstructionnews.com (GCN) is an online report containing the most current and in-depth information on golf projects in the U.S. GCN keeps tabs on thousands of projects a year to provide the most up-to-date, comprehensive details as they become available. Reports can be ordered for up to eight regions of the U.S. to fit any-sized business.

Features include:

- Access to project updates 24/7 via secure, password-protected access
- Project tracking from conception to completion, with its status regularly updated
- Full details for New & Proposed Projects, Remodels to Existing Courses & Recent Openings
- State-of-the-art click-through contact access with developers, course designers and construction companies (if selected), and related parties
- Sortable project database – including by state, development phase, type and opening date

Subscribe online now! It's as easy as visiting www.golfconstructionnews.com. Review regularly updated sample projects on the home page and see the power of GCN for yourself.

For additional information, call toll-free 866-640-7170.