

## Return on Marketing Investment

### New Golfers

In 2015, 5,024 golfers played at least one round at one of the Classic Five Golf Courses who Had not played at any Classic Five Golf Course before 2015.

Department	Revenue	Paid Rounds
Green Fees	\$362,441.70	13,105
Golf Cart Rental	\$64,299.17	
Food & Beverage	\$40,353.15	
Golf Shop Merchandise	\$21,909.91	
Player Card Income	\$19,824.00	
Driving Range Rev.	\$16,615.50	
Lesson Income	\$3,575.00	
Club Rentals	\$3,281.83	
Handicap Fees	\$90.00	
<b>Total</b>	<b>\$532,390.26</b>	<b>13,105</b>

### Incentive Emails

Between May and August 2015, 3,639 golfers who played at least one round in 2014 but had not played in 2015 were sent an email with a free golf cart incentive on their next round of golf.

182 of the 3,639 golfers played a round within two weeks of receiving the email, which generated 236 rounds and \$6,424.50 in greens fees.

340 of the 3,639 golfers played a round within six weeks of receiving the email, which generated 1,029 rounds and \$31,484.50 in greens fees.

### Afternoon Pass Program

Afternoon Pass were sold from April through October 2015. The passes enabled golfers who purchased the pass to play unlimited golf on weekdays from 12:00pm until close for that month.

A total of 417 passes were sold, which generated 5,281 rounds and \$63,021.50.

<b>New Golfers</b>	<b>\$532,390.26</b>
<b>Incentive Emails</b>	<b>\$31,484.50</b>
<b>Afternoon Pass</b>	<b>\$63,021.50</b>
<b>Total</b>	<b>\$626,896.26</b>