



2011 Open Travel Advisory Forum
Long Tail Session

Golf TeeTime Opportunities in the Long Tail



Capitalizing the Long Tail

- ▶ Connect Golf, SPA, Lifestyle activity **suppliers** to new distribution networks.
- ▶ Standardize business rules and transactions
- ▶ Facilitate collection of Fees, Mark Up, Commission – Distributed payments
- ▶ Use SAAS to formalize relationships and monetize efforts.



Potential for “Lifestyle”

- Address emerging business requirements from lifestyle activity suppliers & providers
- Add enhanced functionality to support latest online reservation systems
- Increase partnering opportunities
- Expedite system integration projects
- Increase “lifestyle” sales opportunities in cross vertical packaging (hotel, dynamic packages, etc.)



The Golf Segment

- Golf is a 10 Billion Dollar Industry
- 15,890 Golf Facilities in the US
- Only 5-8% of rounds are booked online. 500Mil annual
- Activities are already there Widespread throughout traditional vacation destinations
- Not dominated by Legacy Technology / POS Tech
- NOT COMPLICATED -
- Information/content /searchable



What We're Doing with OTA...

Enhanced online search, availability & booking functionality

Enhanced tee time **search, availability and booking** by or including:

- Geographical locations
- Quantity of players
- Category of players (local, resort, single, etc.)
- Rate plan categories (including promotions, seasonal discounts, twilight rates, group rates, net rates, etc.)
- Payment and commission information
- Loyalty program support
- Cancellation policies and fees

Enhanced support for modern golf reservation systems

- Online modification of golf/ tee time reservations
- Online cancellation of golf/ tee time reservations
- Automatic push of information to trading partners (versus a pull initiated from trading partners themselves)

Enhanced golf course/ tee time descriptive information

- Score card information
- Course conditions & closures
- Dress policy
- Number of players (1-4)
- Equipment rentals
- Restricted availability details
- Services available for physically challenged individuals

Thank you!

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