

CASE STUDY – OPEN DAY AT MURCAR LINKS GOLF CLUB

1. The Challenge

The objective was to generate new members. Murcar Links' membership year runs from 1 March to end of February.

2. The solution

An Open Day was held on a Sunday during late October 2008. This was advertised through local press and radio at an approximate cost of £1000. The offering was for golfers to come and play Murcar Links for £10 on that day only.

For this one day only, the joining fee was suspended and anyone joining could pay a pro rata subscription (minus the £10) to take them through to end of February 2009. Alternatively, the golfer could opt to join in March 2009, paying £100 minus the £10 to reserve their membership.

3. The Outcomes

100 golfers booked in advance to play the course for £10. This income effectively paid for the local press and radio advertising. The table below illustrates conversion to membership

	Joined on Open Day	Joined on 1 March	Total
Not having previously been a Golf Club Member anywhere	11	5	16
Moved to area and previously been a Golf Club Member elsewhere	3	3	6
Migrants from other Local Golf Clubs	17	8	25
Totals	31	16	47

Key points:

- 16/47 or 34% had no previous Golf Club affiliation, i.e. nomadic golfers.
- 6/47 or 12.8% had moved to the area but had not taken the decision to join a local golf club until they became aware of this Open Day.

4. Success Criteria

- Courage of convictions in spending £1000 on local advertising
- Strict enforcement of 'No Joining Fee for 1 Day Only'
- Preparedness to 'give up' course (100 golfers) for one Sunday
- Tracking conversion to membership

5. What Next

Murcar Links has a 5-year rolling business plan which recognises that the two main income streams are membership subscriptions and visitor green fees. The club has a designated marketing and promotions budget and committee member specifically responsible for marketing and promotions. Accordingly, activity is both aligned to the 5-year plan but is also able to react to market conditions efficiently.

Sitting back and waiting for the customers to come to them is not an option at Murcar Links!!

Ends.