

GBD

GOLF BUSINESS DEVELOPMENT

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Foremost shoe boost



Foremost announced a hike in shoe sales following the launch of their shoe trade-in scheme. Participating Elite Marketing Professionals enjoyed a healthy 19% rise in FootJoy and Adidas shoe sales for the month of April.

Significantly, this increase in sales is in addition to the 30% sales upsurge generated by a similar Foremost promotion in

2010. This growth on growth has resulted in a huge upturn for EMP professionals.

Foremost said that through FootJoy and Adidas sales, participating professionals have generated an average shoe turnover of £1,700; more than double that of their non-participating counterparts, who posted an average of £780 for the two brands in April.

This promotion has not only increased FootJoy and Adidas sales, but it has moved the customers into a higher price

point. Notably, Adidas shoe sales are up 61% on April 2010 for EMP pros, with FootJoy climbing by 16% on top of the 30% sales hike in April 2010 as a result of a separate promotion.

Speaking of his recent success, Ian Bamborough of Gog Magog Golf Club, said: "It's been an incredible month. My FootJoy sales have basically doubled with 46 pairs of FootJoy shoes sold in April versus 23 pairs sold for the same period last year. This took my shoe sales with just FootJoy over £3,000 for the month and this is all thanks to the shoe trade-in."

* www.foremostgolf.com

CMM team up with BIGGA



Colt Mackenzie McNair, the executive search specialist, has announced an agreement with the British and International Golf Greenkeepers Association that will allow CMM the potential to offer career-enhancing services and opportunities to BIGGA's 6,000-strong membership.

As a direct result of this new partnership – which has also seen

CMM successfully assist BIGGA in finding its new chief executive officer, Jim Croxton – CMM will blend its specialist services with BIGGA's own expertise, focused on the continued professional development of its members.

Ian Timberlake, principal consultant at Colt Mackenzie McNair, said: "This new agreement is an important and

welcome step forward for CMM.

It was a pleasure to work with BIGGA's chairman, Andrew Mellon, and his Board during the search for its new CEO, and I strongly believe our ongoing partnership allows us to give its members appropriate career advice and offer individuals a platform to explore new opportunities within the golf industry."

* www.coltmm.com

All aboard for St George's

Sports minister Hugh Robertson was at St Pancras International station on 25 May to wave off the High Speed train service expected to take 50,000 golf fans to The Open Championship at Sandwich this year (10-17 July). Operated by Southeastern, the High Speed trains are set to take just 80 minutes to connect central London with the Kent coast town, leaving a short walk to The Open at Royal St George's.

The service cuts 55 minutes from the standard journey time



Ben Curtis helps launch new service

with travel for accompanied five to 15-year-olds qualifying for the train operators' 'Kids for a Quid' promotion (terms and conditions apply). The news on the cost of children's travel comes on top of

The Open's established ticketing policy that accompanied under-16's are admitted free.

This policy goes back to 1997 and The R&A predicts the 250,000th free admission this year.

The Southeastern High Speed service from St Pancras to Sandwich will operate at half hourly intervals on championship days for an adult return fare of £38.20. Adult entry to The Open Championship is £55.00 if purchased before 30 June 2011.

* www.randa.org



STRI's new website

STRI, the sports turf consultancy and research company, has launched a new website, restructured by individual sports to reflect the needs of clients in the sports turf industry.

The new website focuses on providing information on STRI's services, specific to each sport or client. "With such a vast range of clients, it was important to design a website where clients could easily find information on STRI's services related to their sport or company," said Carolyn Beadsmoore, head of sales and marketing at STRI.

See more GBD website news on page 66.

* www.stri.co.uk

GolfBuddy presents the 'World'

GolfBuddy, a leader in golf GPS technology, is to launch a new 'World' model to sit alongside its flagship 'World Platinum' distance measuring device.

The GolfBuddy World uses many of the outstanding features that have made the touchscreen 'World Platinum' one of the most sought-after GPS rangefinders in golf. And it also adds easy to use push-buttons to allow the user to quickly navigate through the unit's interface.

* www.gpsgolfbuddy.eu



SOCIAL MEDIA

Ready for The Grind?



Nike Golf has launched a new digital community – The Grind. Through www.nikegolf.eu, golfers will be able to join The Grind and connect with other golf athletes to ultimately improve their performance in the sport and attempt to answer the question, "Are you in golf shape?"

The Grind is a digital destination where golf athletes can share their thoughts on their swings, their

equipment, personal training and much more. Members of The Grind will have access to insider content from Nike Golf's product innovators, Nike athletes, Nike instructors and industry experts.

"We are excited to be able to take another step in doing what Nike does best – connecting with consumers," said Mike Kelly, director of global brand marketing for Nike Golf. "This is only the beginning of bigger things to come... It is yet another example of how Nike Golf is the athletic golf brand of choice."

* www.nikegolf.eu