



Belas Clube de Campo is a beautiful golf course designed by the prestigious American architect Rocky Roquemore. Having hosted multiple events on the European Senior Tour and Challenge Tour, and situated within 20 minutes from Lisbon, the course welcomes both members and pay-to-play golfers.

HOW BELAS CLUBE DE CAMPO ACHIEVED A 1,5X RETURN ON THEIR INVESTMENT DURING THEIR FIRST MONTH USING HOLE19 CONNECT.

We sat down with Paul Saunders (Director of Golf) and Raquel Silva (Sales & Marketing). They explained how Belas Clube de Campo brought Hole19 Connect into their operations.

NEW BUSINESS AND RETENTION

For the team at Belas Clube de Campo, there were two key challenges that needed to be addressed: how to **generate new business** from golfers in the area that might not yet have played at the facility; and how to **retain and re-engage** with customers that previously played at Belas Clube de Campo, both local and international players.

CONNECTING COURSE TO CUSTOMER

With the global golf industry seeing drop-off rates of nearly 20% in club memberships, golf courses need to reinvent themselves when it comes to engaging & attracting new customers. The forward-thinking team at Belas is constantly looking for an edge; looking for ways to innovate their marketing strategy and ultimately grow their bottom line. They use **Hole19 Connect** as a way to position themselves in front of a new generation of golfers.

"88% of consumers who search for a type of local business on a mobile device, call or go to that business within 24 hours"

Google Mobile Movement Study 2014

By managing their mobile presence through Hole19 Connect, Belas Clube de Campo is now in front of thousands of golfers in a matter of minutes, without a need for technical installations or a team of IT specialists.

"It starts with being where our customers are and having the tools to understand how they feel about the experience at our facility"

Paul Saunders,
Golf Director





Course Profile on the Hole19 App

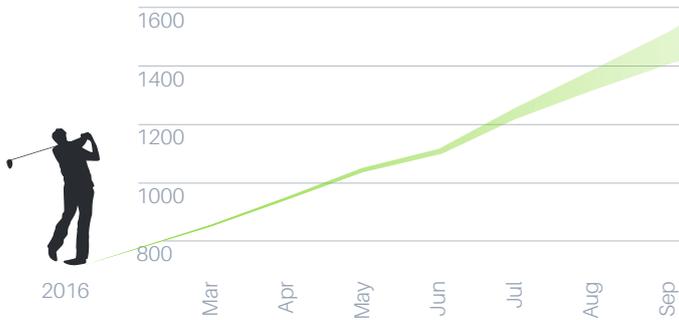


Belas Clube de Campo's Course Profile on Hole19 quickly gained traction amongst golfers. Customers now have a direct way to connect to their favourite golf course in the palm of their hand, with quick access to weather forecasts, 1-tap call to book, course leaderboards, ratings & reviews and community photos.

For the Belas Clube de Campo team, it has never been easier to have a professional looking mobile and web presence whilst building their brand in front of an engaged audience.



68% INCREASE IN GOLFERS FOLLOWING BELAS CLUBE DE CAMPO IN JUST 6 MONTHS



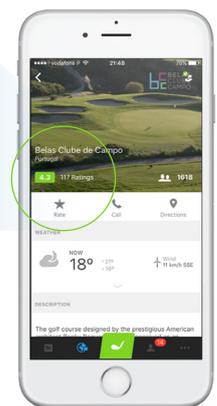
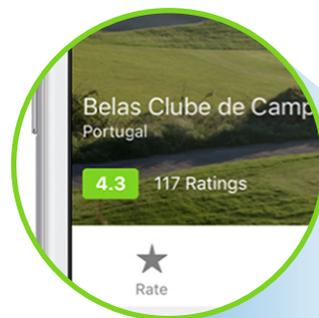
After personalising their Course Profile on Hole19 Connect, the team noticed something really interesting: their follower base on Hole19 jumped organically from around 950 golfers to nearly 1,600 golfers in just 6 months. This 68% increase in followers meant that Belas Clube de Campo now had more eyeballs on their facility and it opened up an entire new way for golfers to engage with the Belas brand.

"By understanding what golfers are saying about our facility, we can actually work on delivering a better guest experience and retain more customers in the long run"

UNDERSTANDING CUSTOMER SENTIMENT

As more and more golfers are looking at pay-to-play courses rather than opting for a membership, the customer journey to discover the next golf course to play on becomes an important piece of the decision-making process. This is a phenomenon already happening in the hotel industry: a 2012 study by TripAdvisor revealed that 80% of **guests read 6 to 12 reviews before booking their hotel**. The restaurant industry is seeing a similar trend: 50% of consumers reference reviews before selecting a restaurant. "Why should golf be any different?" Belas Clube de Campo's Sales & Marketing Executive Raquel Silva told us.

Raquel Silva,
Sales & Marketing

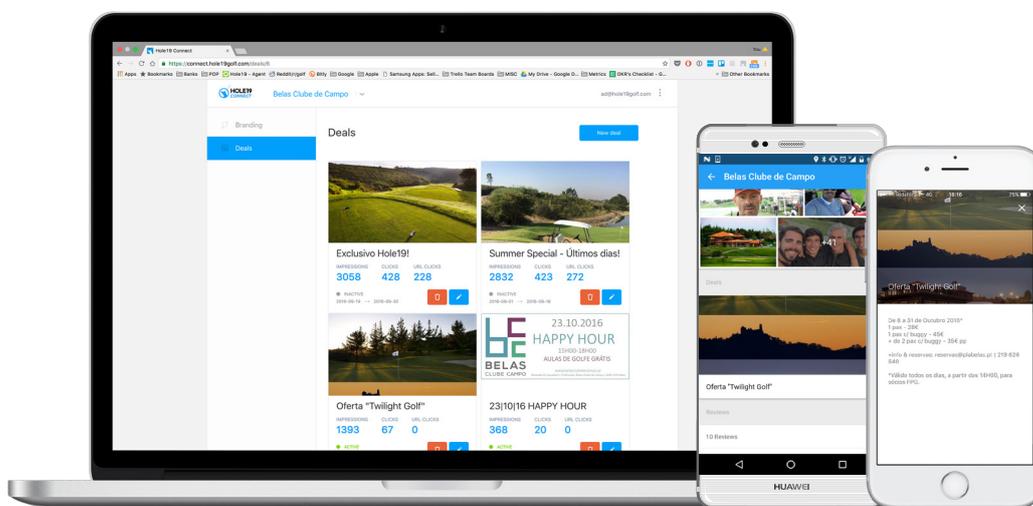


With well over 100 ratings and an average rating of 4.3 (out of 5), Belas Clube de Campo is a top-rated course in the region. The team shares customer reviews with Pro Shop Staff and the Greenkeeping staff and uses the rating as a benchmark of service & quality.

COMMUNICATING WITH GOLFERS - A DIRECT MARKETING TOOL

Hole19 Connect is not only used for branding, but also as a direct marketing tool. The Marketing Team at Belas Clube de Campo uses the tool to schedule their marketing campaigns and promotions. These campaigns reach their followers on Hole19, as well as reaching the thousands of golfers that visit their Course Profile through the app and web. Simple campaigns such as "Twilight Golf" offers or "Summer Specials" can be set up in just a few minutes and go live at the click of a button. Each campaign has its own metrics so you can see what performs best, and you can even plan an entire season in advance, by setting start and end dates for each campaign.

Through Hole19 Connect, Belas Clube de Campo managed to bring nearly 20 new golfers onto their fairways in their first month and found a marketing platform that provides them with a direct channel to their customers. The team now has a professional mobile and web presence, a communication and branding channel as well as a way to better understand how their customers feel about their experience at the facility - and they got setup in just minutes!



If you are ever in the Lisbon area, do make sure you visit Belas Clube de Campo. It is truly a magnificent and challenging course for any golfer.

If you want to find out more about how your facility can benefit from using Hole19 Connect, click below.



www.hole19golf.com/connect