

IMG Beefs Up Services To Golf Course Owners And Developers

30/01/09
Asian Golf Business



Singapore (January 30): In a time when many companies are scaling back and cutting service and expenses, IMG is rolling out a new program to extend their services offering for operators of golf courses.

For club operators, that are comfortable with the management of their facility, but require expertise and a competitive edge in selling memberships or marketing their golf club to tour operators and industry partners, IMG can fully support them with this new service.

“We have recognized that one of the biggest priorities for our clients is membership programming and that often this sales component is critical in the club generating necessary operational cash flows right from the beginning. With this in mind, we can join them and assist them in making this happen. Obviously the product has to be credible and the operations standards be aligned with what is being offered through membership, but for clubs that have this in place and just want to be confident in their market pricing or sales process and structure of membership plan, we are ready to help”, says James Quilley – Director of Sales & Marketing, IMG Golf Course Management.

“In addition to membership sales, many clubs are now in a resort setting and have inventory to sell to hotel guests or tourists visiting the area”Quilley says. “Our scope of services can help our clients identify which markets they may want to advertise in and what methods to use to get their message out to market with the most impact or with value in mind.”

Paul Burley – Vice President of IMG Golf Course Services, states, “IMG has spent over 15 years developing its golf sales & marketing and membership sales techniques. Through many successes we have learned how to market and sell to golfers in many different countries. We have a sales & marketing department that works closely with each property to maximize revenue opportunities and to ensure each club is a leader in its marketplace. IMG will support the club’s sales & marketing activities by using its vast experience working with many high end resorts and private clubs to drive sales to the property”.