

# THE TEE TIMES

The Quarterly Newsletter for EZLinks Members & Partners

January 2003  
Volume 8, Issue 1

## ON THE TEE:

*Tee Time Auction Success*

*Web Reservation Leaders*

*EZ Credit Card Processing*

*New EZLinks Headquarters*

*Third Party Tee Sheet Access*

*Software Tip: Block Feature*

## Chip-Shots:

- In 2002, www.ezlinks.com and EZLinks partner websites **generated 6,383 golf rounds, resulting in \$357,197 in extra revenue** for member courses!
- G'day mate! **EZLinks expands down under**—installing The Vintage and Pelican Waters in Australia.
- **EZLinks installs Point-Of-Sale** software at Falcon GC (AZ), Goose Creek (VA), Canoa Ranch (AZ), Hilldale GC (IL) and Cherry Creek GC (NY).



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## EZLINKS DELIVERS NEW GOLFERS TO MEMBER COURSES



Thanks to the EZLinks Inventory Exchange program, golf courses are now enjoying the benefits of EZLinks products and services without the monthly cash outlay. By simply trading tee times for services, golf course managers are cutting costs, attracting new golfers, and receiving national exposure through this creative marketing angle.

Using these allotted tee times, EZLinks is able to help promote the course. Currently, the primary outlet for this is eBay® tee time auctions. In October 2002, EZLinks surveyed golfers who had won tee time auctions during the prior two years, and received more than 830 responses.

### 1. Have EZLinks Tee Time Auctions given you a chance to play a golf course you have never played before?

YES: 85%

NO: 15%

This shows that the program is indeed generating new golfers for participating courses. And, if each new golfer is bringing three golfers with him/her, the potential for ongoing new business (if they enjoy their experience) is outstanding.

### 2. Have you used EZLinks Tee Time Auctions to play courses away from your home region (i.e. on vacation)?

YES: 29%

NO: 71%

This shows a nice mix of a) golfers who are using EZLinks Tee Time



Auctions to try new courses when traveling, and b) based on the results of Question 1, golfers are trying courses in their home area that they have not played before. These local golfers may return to the course with meaningful frequency if they enjoy their initial visit.

### 3. How often do you go online and check EZLinks Tee Time Auctions?

DAILY: 21%

A FEW TIMES A WEEK: 64%

MONTHLY: 14%

LESS THAN MONTHLY: 1%

This proves that golfers find this service to be worthwhile, and return to it regularly. Many of the respondents said they specifically check EZLinks Tee Time Auctions for courses in their region they have not tried before.

### 4. How do you access Tee Time Auctions?

USING EZLINKS.COM: 45%

USING EBAY.COM: 55%

This shows that EZLinks is successfully building its brand name in the golfing community. By attracting golfers to ezlinks.com, and away from eBay.com as the primary access point, EZLinks can push other services to them - such as the option to book regular tee times at regular prices at participating EZLinks courses.

Word-of-mouth has been the catalyst behind the growth of this program within the golfing community. And with over 90% of new EZLinks member courses utilizing the Inventory Exchange program option, it will become even more prevalent in 2003.

## INTERNET TEE TIMES—BEST OF 2002

Of the 112,721 golf rounds (and approximately \$6,764,736 in revenue) booked at EZLinks member course's websites during 2002, these facilities led the way:

### FIRST NINE

1. Pinehills Golf Club (MA)
2. PGA West/LaQuinta (CA)
3. Centennial GC (NY)
4. Harbor Links GC (NY)
5. Lyman Orchards GC (CT)
6. Sunol Valley GC (CA)

### 7. Presidio GC (CA)

8. Desert Mountain (AZ)
9. Oxmoor Valley GC (AL)

### SECOND NINE

10. Capitol Hill (AL)
11. Hampton Cove (AL)

### 12. Eisenhower GC (MD)

13. Pine Barrens GC (NJ)
14. University Ridge (WI)
15. Silver Lakes (AL)
16. Grand National (AL)
17. Goose Creek GC
18. Traditional—Wallingford (CT)

**EZLINKS MEMBERS** (partial list)

- Bear's Best - Atlanta & Las Vegas
- Bridlewood Golf Club
- Cabo del Sol Resort
- Camelback Resort
- Carmel Valley Ranch
- Centennial Golf Club
- Chalet Hills
- Champions Club at Summerfield
- Charlotte Golf Links
- Dacotah Ridge
- Eagle Glen Golf Course
- Eagle Ridge Inn & Resort
- EagleSticks
- El Conquistador Resort
- Emerald Pointe
- Fish Creek Golf Club
- Grand Traverse Resort and Spa
- Gulf Harbour Golf & Country Club
- Harbor Links
- Hawk's Landing
- Hiddenbrooke Golf Club
- Indian Wells Resort
- International Golf Club
- Ko'Oolina
- Las Vegas Paiute GC
- Legend Trail Golf Club
- Lyman Orchards Golf Club
- Maderas Country Club
- Marriott's Desert Springs Resort
- Marriott's Shadow Ridge
- McCormick Woods
- Monarch Beach
- Naples Grande
- New Jersey National
- Omni Tucson National
- Pasatiempo Golf Club
- PGA West / LaQuinta Resort
- Pine Barrens
- Pine Hill Golf Club
- PineIsle Resort
- Poipu Bay Resort
- Presidio Golf Club
- Raptor Bay
- Reunion Golf Club
- Siena Golf Club
- St. Marlo CC
- Starr Pass
- Stone Mountain
- Sunol Valley
- Tahquitz Creek Resort
- Tan-Tar-A Resort
- The Audubon Golf Trail
- The Bog
- The Creeks at Beechwood
- The Georgian Resort
- The Golf Club at Branson Creek
- The Golf Club at Castle Hills
- The Golf Club at Desert Mountain
- The Legacy Golf Club
- The Montgomerie Dubai
- The Nick Faldo Golf Institute
- The Ocean Club at Atlantis Resort
- The Revere at Anthem
- The Ridge at Castle Pines North
- The Robert Trent Jones Golf Trail
- The Tradition at Stonehouse
- Tiburon Golf Club
- Toftrees Resort
- Tour 18—Dallas & Houston
- Troon North Golf Club
- University Ridge
- Westfields Golf Club
- Westin Innisbrook Resort
- Westin La Cantera Resort
- Westin Mission Hills Resort
- Westin Savannah Harbor Resort
- Wildfire Golf Club

## EZLINKS POS SPEEDS AHEAD!

The EZLinks Point Of Sale (POS) product continues to grow by leaps and bounds. By combining the technology of the EZLinks Tee Time Network and the EZLinks Financial Network, EZPOS now provides golf shops with high speed credit card processing capability.



Not only does this mean credit card authorizations will take less than three seconds, but it also ties the electronic tee sheet, the point of sale system, and credit card processing into one simple flow. Wait times are greatly reduced at the golf shop counter, resulting in improved customer service and satisfaction. Also, credit card swipe machines can be removed, eliminating the need for and the cost of a dedicated phone line.

EZLinks' unique pricing options for the Point Of Sale software cannot be matched. For details, contact Mike Brown at 888.88.LINKS or mbrown@ezlinks.com.

## EZLINKS BREEZES INTO WINDY CITY

EZLinks has moved into a new headquarters. The Atrium Building, located in downtown Chicago, is now the home of the EZLinks corporate staff and 24-hour reservation center. If you are ever in the area, be sure to come by for a tour!

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Direct phone numbers have changed for staff members. Call the main number to be connected.

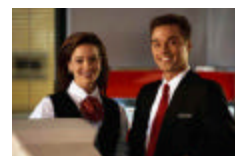
### NEW MEMBERS

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- Cherry Creek GC—*New York*
- Falcon GC —*Arizona*
- Lost Creek GC —*Texas*
- Pelican Waters—*Australia*
- Ruttger's Bay —*Minnesota*
- The Dunes GC—*Sanibel Island, FL*
- The Vintage Club— *Australia*
- Ventana Canyon—*Tucson*
- Waterford GC—*South Carolina*
- Whitestone GC —*Texas*

## CONNECT THIRD PARTIES TO YOUR TEE SHEET

If your course has a local hotel concierge or other party which frequently contacts your golf shop to make tee times, you can now streamline the reservation process for everyone.



With the EZLinks Tee Time Network, you can provide third parties with access to your tee sheet over their PC. You set

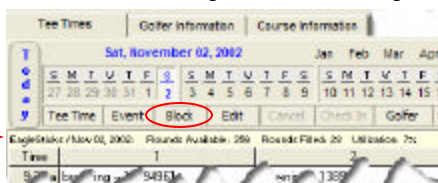
all the rules and restrictions, EZLinks programs the software accordingly, and they can start booking tee times on their PC. No more phone calls!



### EZLinks Software Tip ...the Block feature

In the EZLinks tee sheet software, there is an option to BLOCK a tee time slot. This should be used whenever your shop wants to identify a slot as being **not for sale**. Examples of this are maintenance periods, closings, starter times, and other reasons (excluding Events) where golfers are not permitted to reserve specific tee times for that day.

\* Note: Time slots with BLOCKS do not count towards course utilization statistics, helping to insure accurate reporting and historical analysis.



### OLD EZLINKS NEWSLETTERS

[Company Info](#)

For past issues of *The Tee Times*, go to [www.ezlinks.com](http://www.ezlinks.com), and click the menu item for "Company Info".

If you need to have one sent to you via email, contact EZLinks at: [newsletter@ezlinks.com](mailto:newsletter@ezlinks.com)