SUCCESS STORY

Formby Hall Golf Resort & Spa
Lancashire

Developing a family package

How Formby Hall Golf Resort & Spa set out to understand its market with the help of England Golf and successfully attracted 30 new family memberships, worth almost £50,000.

The starting point

Formby Hall Golf Resort & Spa is a privately owned club which has an 18-hole championship course, driving range, health club, hotel and restaurant. In 2017 General Manager Mark Williams and the senior management team began to explore the idea of a new family membership, offering use of all the facilities.

Action

Formby Hall Golf Resort & Spa involved England Golf, working with Club Support Officer Adam McAlister and Club Support Manager Iain Lancaster. They used England Golf’s resource, Understanding Your Market, to produce reports profiling the local population and highlighting potential golfers. These confirmed the view that a family offer would be well received by people living within a 20-minute drive of the club.

THE CLUB DREW UP AN ATTRACTIVE OFFER:

- Membership for 2 adults and up to 2 children
- Access to both the Old Course and Woodhey Dunes 7 days a week
- Adults have full access to the leisure club including gymnasium, classes and swimming pool
- Children have access to the swimming pool
- Includes a £50 Family Life Club privilege card credit
- No joining fee
- Available for £125 per month
- Price for 12 months - £1,500
Marketing

The offer was promoted via the club’s website and Facebook page and an open day gave families the chance to tour the facilities and try the activities. A budget of £1,300 covered the costs, including specially designed brochures to give to families at the open day.

The Results

Data was collected for each family which showed an interest in the offer, including phone numbers and email addresses. Membership Sales Manager Dan Salisbury meticulously followed-up enquiries and the club has exceeded its target by recruiting 30 new families with an average of four people per family. Of those, six signed up as a result of attending the family taster day. To date, this new category of membership has generated the club a total of £48,700, which is a fantastic return on their initial investment of £1,300.

Summary

THE TEAM AT FORMBY HALL GOLF RESORT & SPA ADOPTED A FORWARD THINKING APPROACH IN CREATING A FAMILY MEMBERSHIP OFFER AS A RESULT OF HAVING A BETTER UNDERSTANDING OF THEIR LOCAL MARKET.

By catering to the needs of their customers and having a robust marketing strategy in place, the club generated a substantial amount of revenue and attracted a new type of clientele. This type of offer won’t suit all golf clubs, but the process of understanding and responding to what the customer wants will attract new members and generate more revenue.