



## **GROUP BOOKING PRICING TOOL**

### **Set-Up & Operation** **Instructions**

Distributed as part of the “Driving Green Fee Revenues” book & eLearning course by Promote Golf.

## Setting the Correct Date System

Dates play an integral part of this spreadsheet and, unfortunately, different versions of Microsoft Excel use different date 'systems'. This means that, on occasions, the spreadsheet may not work correctly if the wrong system is being used.

The following gives an overview of the date systems and explains how to change them.

There are two date systems used by Excel:

- 1900 date system
- 1904 date system

The 1900 date system is the default setting for Microsoft Excel programmes on an Apple Mac computer.

The 1904 date system is the default setting for Microsoft Excel programmes on a Windows-based PC computer.

### **THE GROUP BOOKING PRICING TOOL WAS CREATED USING THE 1900 DATE SYSTEM.**

This is a local setting to each computer, therefore it's important to check which setting your computer is using and, if incorrect, change it to the 1900 system.

***NB: Changing the Excel setting of this spreadsheet on your computer DOESN'T change the setting for all other spreadsheets – it will only change the setting for the Group Booking Pricing Tool.***

Below are some instructions on how to change the date system on different versions of Excel. Done correctly, this is a one-time-only job – so if this feels scarily technical, it will be the first and last time you feel scared!

#### Microsoft Excel 2003 and earlier versions:

- Open the Group Booking Pricing Tool spreadsheet.
- On the **Tools** menu, click **Options**. In Excel 10 and later versions for Macintosh, click **Preferences** on the **Excel** menu.
- Click the **Calculation** tab.
- To use the 1900 system, click to clear the **1904 date system** check box.
- Click **OK**.
- Remember to save the spreadsheet now so you don't have to change the setting again next time you open it.

#### Microsoft Excel 2007:

- Open the Group Booking Pricing Tool spreadsheet.
- Click the **Microsoft Office Button**, and then click **Excel Options**.
- Click **Advanced**.
- Click to deselect the **Use 1904 date system** check box under the **When calculating this workbook**, and then click **OK**.

- Remember to save the spreadsheet now so you don't have to change the setting again next time you open it.

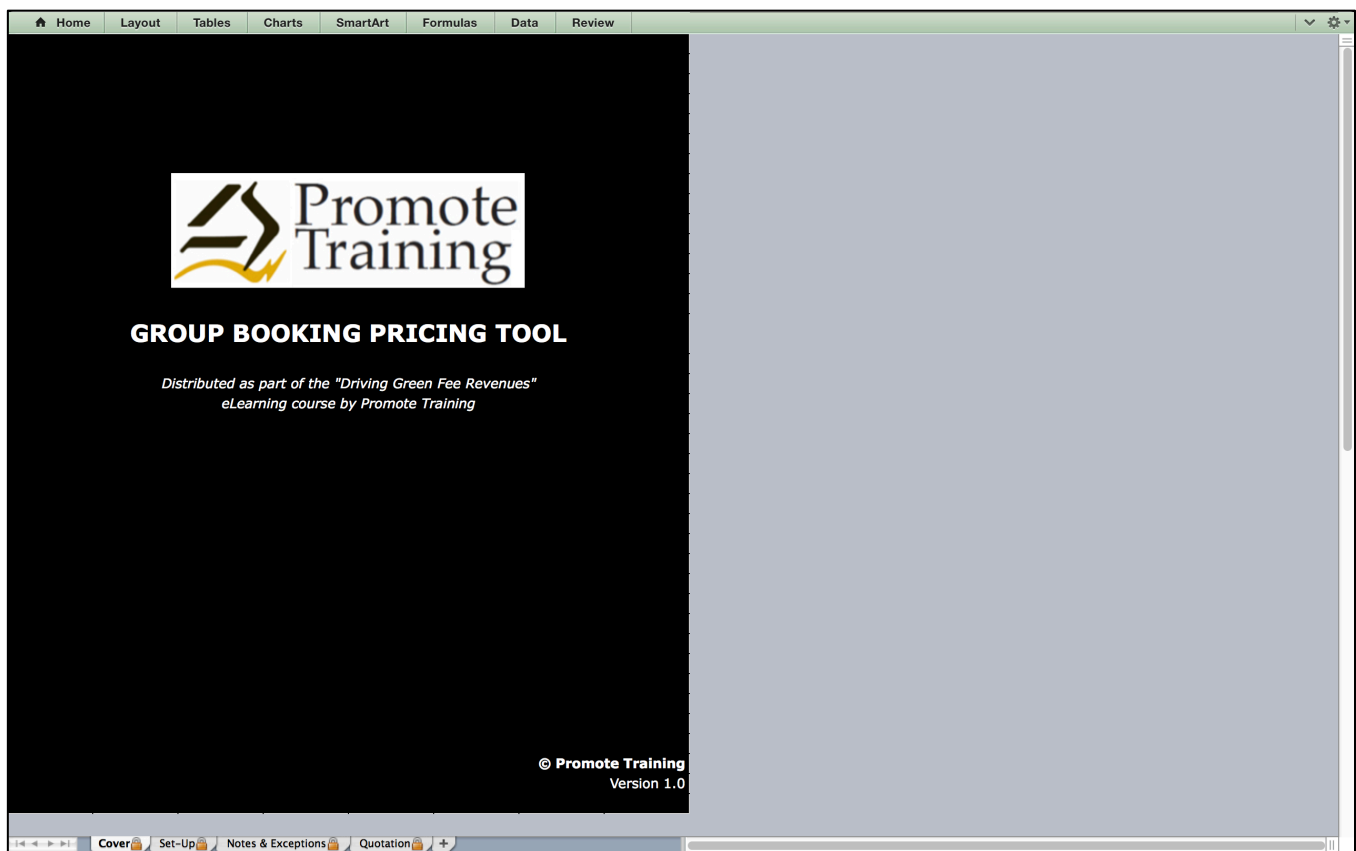
Microsoft Excel 2010 or later:

- Open the Group Booking Pricing Tool spreadsheet.
- Click the **File** menu and select **Options** link.
- In the **Excel Options** window, click the **Advanced** tab.
- Scroll down to the **When calculating this workbook** section.
- Click to deselect the **Use 1904 date system** check box.
- Click the **OK** button at the bottom of the window.
- Remember to save the spreadsheet now so you don't have to change the setting again next time you open it.

Still having problems? There is lots of information on this date system issue if you do a Google search using the term "1904 date system" and the version of Excel you're currently using.

## Navigation

The Group Booking Pricing tool comprises of 4 sheets navigated by the tabs at the bottom of the programme.



Before starting to use the pricing tool it must be configured to the clubs specifications. Click on the “Set-Up” tab to start this process.

## Set-Up

### Club Name


Enter the name of the club.

### Year

Use the drop down menu to select the calendar year to which this spreadsheet refers to. This is a compulsory field – the pricing tool will not function correctly unless you have selected a year in this cell.

### VAT

Enter the current VAT rate, if applicable to the club.

Home	Layout	Tables	Charts	SmartArt	Formulas	Data	Review
		<b>GROUP BOOKING PRICING TOOL</b>					
<b>Set-Up Sheet</b>							
CLUB NAME							
YEAR		VAT		LICENSE EXPIRES			
				31-Dec-2015			
1st CATERING OPTIONS							
Option		Price		N/C			
2nd CATERING OPTIONS							
Option		Price		N/C			
3rd CATERING OPTIONS							
Option		Price		N/C			
EXTRAS							
Option		Price					
Green Fee Pricing & Yield Settings							
RACK RATE GROUP GREEN FEE PRICING							
First Golf							
Cover Set-Up Notes & Exceptions Quotation +							

## Catering & Extras

The first 4 main boxes are to define the catering and extra's options along with the price the club wants to charge for each on a per-person basis.

The catering boxes are split into 1<sup>st</sup> catering, 2<sup>nd</sup> catering and 3<sup>rd</sup> catering.

1st CATERING OPTIONS		
Option	Price	N/C

2nd CATERING OPTIONS		
Option	Price	N/C

3rd CATERING OPTIONS		
Option	Price	N/C

EXTRAS	
Option	Price

### 1<sup>st</sup> Catering Options

These are your breakfast options, such as coffee & bacon roll or full English breakfast. They are called “1<sup>st</sup> Catering Options” because whilst they will likely be comprised of breakfast options, they may not necessarily be offered just at breakfast time. For instance, a group booking may be having the 1<sup>st</sup> catering options at midday with their first game of golf at 1pm, in which case the breakfast is really more of a lunch.

Enter each of the options the club offers in the “Option” rows, along with the price the club charges for each.

The “N/C” column relates to the “No Catering Surcharge”. This pricing tool allows you to add a surcharge to group bookings that don't have enough catering requirements for their day. For instance, a group booking that only wishes to play 18-holes and have no pre-booked catering can be charged a surcharge for the omission of any catering.

The spreadsheet presumes that any catering option chosen automatically removes the no catering surcharge. However, some catering options will be of such low value that you may wish to exclude them from qualifying as a catering option.

For instance, a group booking having coffee on arrival followed by 18-holes of golf but no meal afterwards are having a catering element in respect to the coffee. However, you may still wish to charge a no-catering surcharge because coffee on it's own doesn't represent a significant enough catering spend. In this instance, you would use the drop-down menu and select "Yes" next to this option.

Our example below shows three 1<sup>st</sup> catering options, however, the "coffee" and "coffee & bacon roll" options have a "Yes" in the N/C column. This means that these options are not enough on their own to remove any no-catering surcharge that the tool may wish to add. You'll also see that the N/C column is blank for the "full English breakfast" option. This example club has decided that the £7.50 per person price charged for a full English breakfast is sufficient enough in value to qualify as "catering" and remove any no-catering surcharges.

1st CATERING OPTIONS		
Option	Price	N/C
Coffee	£ 1.50	Yes
Coffee & bacon rolls	£ 4.00	Yes
Coffee & full English breakfast	£ 7.50	

## 2<sup>nd</sup> Catering Options

The “2<sup>nd</sup> Catering Options” box comprises of the catering choices available around lunchtime, such as one-course meals, ploughman’s lunch, soup & sandwiches etc.

Again, the N/C column is available to exclude the option as qualifying as catering and retain any no-catering surcharge. The example below shows that “coffee & bacon rolls” and “soup & sandwiches” will not be sufficient catering spend alone to remove any no-catering surcharges.

2nd CATERING OPTIONS		
Option	Price	N/C
Coffee & bacon rolls	£ 4.00	Yes
Soup & sandwiches	£ 4.50	Yes
Ploughman's platter	£ 9.95	
Chef's dish-of-the-day	£ 10.95	
One-course meal	£ 12.95	
Two-course meal	£ 16.95	
Three-course meal	£ 19.95	

## 3<sup>rd</sup> Catering Options

These are for the 3<sup>rd</sup> and final catering options available for a group booking and usually comprise of late afternoon/early evening meals.

3rd CATERING OPTIONS		
Option	Price	N/C
Chef's dish-of-the-day	£ 10.95	
One-course meal	£ 12.95	
Two-course meal	£ 16.95	
Three-course meal	£ 19.95	
Five-course presentation dinner	£ 24.95	



## Extras

The pricing tool allows you to add “extras” to the quotation. These could be additional elements such as course planners or arrival goody bags etc. Any extras added here have to be done so on a per-person basis.

EXTRAS	
Option	Price
Course planners	£ 3.50
Basic goody bags	£ 5.50
Premium goody bags	£ 10.50
1/2 bottle of House wine	£ 6.50

The prices charged for catering and extras are fixed – they do not change based on any group booking yield criteria. Changes to the quoted price are calculated from the green fee price, which is the next area of the tool we need to set-up to our own clubs specifications.

## Green Fee Pricing & Yield Settings

### Rack Rate Group Green Fee Pricing

#### First Round

“Golf Option” column – enter the different golf options available to group bookings. The standard would be “18-holes”, however, if the course is configured in two loops of 9-holes then you may also offer a 9-hole option. In addition, if there is more than one course at the club there could be a number of additional options also available.

The example below shows a 45-hole club with the Dukes course offering both an 18 and 9-hole option. The Queens course, however, only has an 18-hole option. The club also offers 9-holes on the Executive Par-3 course.

RACK RATE GROUP GREEN FEE PRICING												
First Golf												
GOLF OPTION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
18-holes - "Dukes" course												
9-holes - "Dukes" course												
18-holes - "Queens" course												
9-holes - "Executive par-3"												

After the golf options have been established the “rack-rate” for each option, by month, needs to be entered into the 12 columns alongside.

The “rack-rate” refers to the starting point – the ideal price the club would charge for this golf option in this month of the year. It shouldn't consider any other factors such as the number of participants or day of the week – it is purely dependent on the applicable golf option and month alone.

It is likely that the rack-rate pricing point is the same across different months. In our example below there are only 3 different pricing levels:

- November to February
- April to September – excluding August
- March, August and October

RACK RATE GROUP GREEN FEE PRICING												
First Golf												
GOLF OPTION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
18-holes - "Dukes" course	18.00	18.00	20.00	25.00	25.00	25.00	25.00	20.00	25.00	20.00	18.00	18.00
9-holes - "Dukes" course	10.00	10.00	11.00	14.00	14.00	14.00	14.00	11.00	14.00	11.00	10.00	10.00
18-holes - "Queens" course	15.00	15.00	17.00	19.00	19.00	19.00	19.00	17.00	19.00	17.00	15.00	15.00
9-holes - "Executive par-3"	5.00	5.00	6.00	7.00	7.00	7.00	7.00	6.00	7.00	6.00	5.00	5.00

### Second Round

Having established the rack-rates for the first round of golf a group booking may play; the next rows need to show the rack-rate for any second round of golf a group booking may play.

These pricing levels need to consider the golf option and month as before but also the fact that this would be a second game of golf. Clearly, group bookings playing more than one round in an event are more profitable and therefore more attractive. It may be worth pricing the second round rack-rate slightly cheaper than the first round.

RACK RATE GROUP GREEN FEE PRICING												
First Golf												
GOLF OPTION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
18-holes - "Dukes" course	18.00	18.00	20.00	25.00	25.00	25.00	25.00	20.00	25.00	20.00	18.00	18.00
9-holes - "Dukes" course	10.00	10.00	11.00	14.00	14.00	14.00	14.00	11.00	14.00	11.00	10.00	10.00
18-holes - "Queens" course	15.00	15.00	17.00	19.00	19.00	19.00	19.00	17.00	19.00	17.00	15.00	15.00
9-holes - "Executive par-3"	5.00	5.00	6.00	7.00	7.00	7.00	7.00	6.00	7.00	6.00	5.00	5.00
Second Golf												
GOLF OPTION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
18-holes - "Dukes" course	16.00	16.00	18.00	23.00	23.00	23.00	23.00	18.00	23.00	18.00	16.00	16.00
9-holes - "Dukes" course	9.00	9.00	10.00	13.00	13.00	13.00	13.00	10.00	13.00	10.00	9.00	9.00
18-holes - "Queens" course	14.00	14.00	16.00	18.00	18.00	18.00	18.00	17.00	18.00	17.00	14.00	14.00
9-holes - "Executive par-3"	4.00	4.00	5.00	6.00	6.00	6.00	6.00	5.00	6.00	5.00	4.00	4.00

## Defining the Yield Criteria

Now that we have our rack-rate pricing points for each month, the pricing tool applies 5 yield criteria that adjust these prices according to our settings.

The first 4 yield criteria (day of the week, number of participants, booking window and tee times) adjust the rack-rate by a percentage. Entering any percentage below 100% will be reducing the price and entering a percentage higher than 100% will be increasing the price. Entering 100% will be making no alteration to the price at all and keeps it at the rack-rate.

It's important at this stage to consider very carefully each of the yield criteria and where possible make any assumptions based on historical evidence and trends.

It's equally important to consider all types of player – not just group booking participants. If weekends are busy with green fee visitors then a group green fee pricing point below the visitor rate may be counterproductive. Similarly, if Saturdays and Sunday are busy days for members then any group booking should be charged at a premium.

### Yield by Day of the Week

When considering the day of the week, remember to isolate your thoughts to just the day of the week in that month. This isn't the time to ponder any other yield criteria – we'll be setting those later.

The example below shows that Monday and Tuesdays are the quietest days of the week, whereas Saturdays and Sundays are the busiest.

YIELD BY DAY OF THE WEEK												
DAY OF THE WEEK	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
MONDAY	70%	70%	80%	85%	85%	85%	85%	80%	85%	80%	70%	70%
TUESDAY	70%	70%	80%	85%	85%	85%	85%	80%	85%	80%	70%	70%
WEDNESDAY	80%	80%	85%	95%	95%	95%	95%	85%	95%	85%	80%	80%
THURSDAY	90%	90%	90%	100%	100%	100%	100%	90%	100%	90%	90%	90%
FRIDAY	100%	100%	100%	110%	110%	110%	110%	100%	110%	100%	100%	100%
SATURDAY	110%	110%	120%	135%	135%	135%	135%	120%	135%	120%	110%	110%
SUNDAY	110%	110%	120%	135%	135%	135%	135%	120%	135%	120%	110%	110%

## Yield by Number of Participants

Prior to entering the yield percentages for each month we have to define the banding. There is space for 5 bands in terms of the number of participants.

The first band should start from the minimum number of participants required to qualify as a group booking, with the last band finishing on the maximum number of participants the club can accommodate.

The example below splits the bandings 8 to 16, 17 to 24, 25 to 40, 41 to 75 and 76 to 120.

YIELD BY NUMBER OF PARTICIPANTS													
FROM	TO	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
8	16												
17	24												
25	40												
41	75												
76	120												

Now, for each banding, we need to consider the percentage of the rack-rate we would charge in each month.

The example below shows that this particular club charges a premium for smaller group bookings of between 8 and 16 participants, however, it offers a very attractive discount for bookings of over 76.

In the winter months, it appears that the average number of group bookings come to the club with between 17 to 24 participants. In the summer months, the average number of participants increases to between 25 and 40. Both of these bandings are set at 100% - so they do not change the rack-rate price at all.

YIELD BY NUMBER OF PARTICIPANTS													
FROM	TO	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
8	16	105%	105%	110%	120%	120%	120%	120%	110%	120%	110%	105%	105%
17	24	100%	100%	105%	110%	110%	110%	110%	105%	110%	105%	100%	100%
25	40	95%	95%	100%	100%	100%	100%	100%	100%	100%	100%	95%	95%
41	75	80%	80%	85%	90%	90%	90%	90%	85%	90%	85%	80%	80%
76	120	65%	65%	75%	80%	80%	80%	80%	75%	80%	75%	65%	65%

## Yield by Booking Window

Prior to entering our booking window yield percentages we have to define our bandings (in the same way as we did with the number of participants).

These bandings show the number of days in advance of the event date that the group booking is made. The starting point is predefined as one day.

The example below shows a club looking to charge a premium for group bookings made with less than 30 days notice for events to be staged between March and October. The club also wants to charge a premium for summer group bookings made with less than 120 days notice. Conversely, for bookings made more than 200 days in advance they are offering a reduction.

YIELD BY BOOKING WINDOW													
FROM	TO	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	30	100%	100%	110%	120%	120%	120%	120%	110%	120%	110%	100%	100%
31	120	95%	95%	100%	105%	105%	105%	105%	100%	105%	100%	95%	95%
121	200	90%	90%	95%	100%	100%	100%	100%	95%	100%	95%	90%	90%
201	365	85%	85%	90%	95%	95%	95%	95%	90%	95%	90%	85%	85%
366	730	80%	80%	85%	90%	90%	90%	90%	85%	90%	85%	80%	80%

## Yield by Tee Times

### First and Second Rounds

The first step is to define the tee time bandings and again it's important to consider all golfer traffic when considering this – not just group booking golfers.

“Yield by Tee Times” looks at the first tee reservation from the first and second rounds of golf separately and then applies the yield criteria to the first and second round rack-rates respectively.

The example below shows a club seeking to charge a premium for first tee reservations from 9:15am to 10:00am between the months of March and October. It would be safe to presume these have historically been the busiest periods. Conversely, they are willing to give significant discounts to early group bookings in the winter months teeing off between 6:00am and 8:00am – when the sun is only just rising.

For second rounds they are charging a premium to tee off from 12:15pm to 02:00pm in the summer months but willing to give discounts for later tee times from 04:15pm onwards. In January, February, November and December they give a significant discount for teeing off after 12:15pm – presumably reflecting the off-peak categorization of these tee times.

YIELD BY TEE TIMES													
First Round													
FROM	TO	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
06:00 AM	08:00 AM	50%	50%	80%	85%	85%	85%	85%	80%	85%	80%	50%	50%
08:15 AM	09:00 AM	80%	80%	85%	90%	90%	90%	90%	85%	90%	85%	80%	80%
09:15 AM	10:00 AM	100%	100%	110%	115%	115%	115%	115%	110%	115%	110%	100%	100%
10:15 AM	11:45 AM	80%	80%	90%	100%	100%	100%	100%	90%	100%	90%	80%	80%
12:00 PM	03:00 PM	50%	50%	70%	80%	80%	80%	80%	70%	80%	70%	50%	50%
Second Round													
FROM	TO	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
10:00 AM	12:00 PM	80%	80%	85%	90%	90%	90%	90%	85%	90%	85%	80%	80%
12:15 PM	02:00 PM	50%	50%	100%	110%	110%	110%	110%	100%	110%	100%	50%	50%
02:15 PM	04:00 PM	50%	50%	70%	100%	100%	100%	100%	80%	100%	70%	50%	50%
04:15 PM	05:30 PM			50%	85%	85%	85%	85%	80%	85%	50%		
05:45 PM	07:30 PM				75%	75%	75%	75%	70%	75%			

### No Catering Surcharge

The final criteria to define are the no catering surcharges. As already mentioned, this is a surcharge that can be applied to group bookings that have no, or very little, catering element to their day.

Surcharges aren't linked to the rack-rate green fee – they are defined separately in pounds and pence per person. The tool allows a different value to be added by month and by day of the week.

The example below shows a club happy to allow group bookings on Mondays and Tuesdays with no, or very little, catering element. This may be reflective of the fact the club are very quiet on these days and therefore happy to accept golf-only groups. A surcharge only starts being applied during the summer months on Wednesdays, increasing in value for Thursdays.

This club applies a surcharge for Friday, Saturday and Sunday bookings throughout the year.

NO CATERING SURCHARGE												
DAY OF THE WEEK	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
MONDAY												
TUESDAY												
WEDNESDAY				1.00	1.00	1.00	1.00		1.00			
THURSDAY			2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00		
FRIDAY	2.00	2.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	2.00	2.00
SATURDAY	3.00	3.00	4.00	5.00	5.00	5.00	5.00	4.00	5.00	4.00	3.00	3.00
SUNDAY	3.00	3.00	4.00	5.00	5.00	5.00	5.00	4.00	5.00	4.00	3.00	3.00

## **Notes & Exceptions**

The final part of the tool to set-up is the “Notes & Exceptions” sheet.

This is for odd days where our starting “rack-rates” don’t necessarily fit with what has been entered in the Set-Up sheet.

For instance, the set-up sheet examples shown so far have taken a fairly aggressive stance when it comes to Mondays because this day is the quietest at this example club. However, bank holiday Mondays are an exception to this rule when, very often, clubs can be quite busy.

The “Notes & Exceptions” sheet allows you to override the rack-rate and no catering surcharge for these specific days. The subsequent yield criterion ignores the day of the week but retains the number of participants, booking window and tee times criteria as defined in the set-up sheet.

This feature of the tool has its most obvious use when applied to public and bank holidays, but there may be additional days in the year when the club wants to start the yield criteria from either a higher, or lower, rack-rate.

- Between Christmas and New Year

Some clubs experience a busy period between Christmas and New Year where a higher rack-rate could be applied.

- Between a Monday and Friday public holiday

When a Monday and Friday in the same week are public holidays (as in 2011 with Easter Monday and the Royal Wedding on the Friday) the Tuesday to Thursday between are often more popular than usual.

- Course maintenance dates

If the course is undergoing disruptive course maintenance procedures, such as hollow-coring or solid tining, it could be worth overriding the rack-rates with a lower price.

The example below shows Monday 6<sup>th</sup> April 2015 being an exception date. The note identifies it as Easter Monday and the override rack-rates are shown for each playing option along with a £4 no catering surcharge.




		GROUP BOOKING PRICING TOOL Notes & Exceptions												© Promote Training - Version 1.0 03/11/14 16:06	
Date	Notes	1st Golf						2nd Golf						No Catering Surcharge	
		18-holes - "Dukes" course	9-holes - "Dukes" course	18-holes - "Queens" course	9-holes - "Executive par-3"			18-holes - "Dukes" course	9-holes - "Dukes" course	18-holes - "Queens" course	9-holes - "Executive par-3"				
Monday 06 April 15	Easter Monday	25.00	14.00	19.00	7.00			23.00	13.00	18.00	6.00			4.00	
Tuesday 07 April 15															
Wednesday 08 April 15															
Thursday 09 April 15															
Friday 10 April 15															
Saturday 11 April 15															
Sunday 12 April 15															

## Quoting for a Group Booking

Once the “Set-Up” and “Notes & Exceptions” sheets have been completed in full the tool is ready to be used to quote for group bookings. Click on the “Quotation” tab to start this process.

## Contact Details

The left hand columns are for the contact details of the organiser - a Mr Joe Bloggs in our example below.



GROUP BOOKING PRICING TOOL

Quotation

© Promote Training - Version 1.0

03/11/14 16:14

CONTACT DETAILS		EVENT DETAILS					YIELD			
Organisers Name	Mr Joe Bloggs	Date of Event					CRITERIA	1st GOLF	2nd GOLF	TOTAL
Group Name	VSOP Golf Society	ORDER	ITEM	NO.	TIME	VARIABLE QUOTE	RACK RATE			
Telephone Number	01234 456789	1st Catering					DAY OF WEEK			
Mobile Number	07123 456789	1st Golf					NUMBER			
Email Address	joebloggs@promotetraining.co.uk	2nd Catering					WINDOW			
Address Line 1	Hampden House	2nd Golf					TEE TIMES			
Address Line 2	Monument Park	3rd Catering					DISCOUNT			
Address Line 3	Chalgrove	1st Extras					TOTAL			
Address Line 4		2nd Extras								
County	Oxfordshire	NO CATERING SURCHARGE				0.00				
Postal Code	OX44 7RW	TOTAL PRICE PER PERSON				0.00				



## Event Details

The centre columns are for details of the event itself, starting with the “Date of Event” entered in the DD/MM/YY format.

Thereafter, the proposed itinerary for the day can be entered using the drop-down menus.


CONTACT DETAILS		EVENT DETAILS					YIELD			
Organisers Name	Mr Joe Bloggs	Date of Event	Monday 13 April 2015				CRITERIA	1st GOLF	2nd GOLF	TOTAL
Group Name	VSOP Golf Society	ORDER	ITEM	NO.	TIME	VARIABLE QUOTE	RACK RATE			
Telephone Number	01234 456789	1st Catering	Coffee				DAY OF WEEK			
Mobile Number	07123 456789	1st Golf	Coffee & bacon rolls				NUMBER			
Email Address	<a href="mailto:joebloggs@promotetraining.co.uk">joebloggs@promotetraining.co.uk</a>	2nd Catering	Coffee & full English breakfast				WINDOW			
Address Line 1	Hampden House	2nd Golf					TEE TIMES			
Address Line 2	Monument Park	3rd Catering					DISCOUNT			
Address Line 3	Chalgrove	1st Extras					TOTAL			
Address Line 4		2nd Extras								
County	Oxfordshire					NO CATERING SURCHARGE	0.00			
Postal Code	OX44 7RW					TOTAL PRICE PER PERSON	0.00			

CONTACT DETAILS		EVENT DETAILS					YIELD			
Organisers Name	Mr Joe Bloggs	Date of Event	Monday 13 April 2015				CRITERIA	1st GOLF	2nd GOLF	TOTAL
Group Name	VSOP Golf Society	ORDER	ITEM	NO.	TIME	VARIABLE QUOTE	RACK RATE			
Telephone Number	01234 456789	1st Catering	Coffee	30	10:00 AM		DAY OF WEEK			
Mobile Number	07123 456789	1st Golf					NUMBER			
Email Address	<a href="mailto:joebloggs@promotetraining.co.uk">joebloggs@promotetraining.co.uk</a>	2nd Catering					WINDOW			
Address Line 1	Hampden House	2nd Golf					TEE TIMES			
Address Line 2	Monument Park	3rd Catering					DISCOUNT			
Address Line 3	Chalgrove	1st Extras					TOTAL			
Address Line 4		2nd Extras								
County	Oxfordshire					NO CATERING SURCHARGE	0.00			
Postal Code	OX44 7RW					TOTAL PRICE PER PERSON	0.00			

The fully completed example below shows an event being staged on Monday 14<sup>th</sup> September and comprising of:

- Coffee on arrival for 22 people at 8:00am
- 9-holes on the “Dukes” course for 22 people teeing off from 9:00am
- Soup and sandwiches at lunchtime for 22 people, from 1:00pm
- 18-holes on the “Queens” course for 22 people teeing off from 02:00pm
- Three-course meal for 22 people to finish the day, served at 07:00pm.
- Course planners for all participants

The price being quoted shows next to the component items and totals £58.65 per person.

		GROUP BOOKING PRICING TOOL Quotation				© Promote Training - Version 1.0 03/11/14 16:26			
CONTACT DETAILS		EVENT DETAILS					YIELD		
Organisers Name	Mr Joe Bloggs	Date of Event	Monday 14 September 2015				CRITERIA	1st GOLF	2nd GOLF
Group Name	VSOP Golf Society	ORDER	ITEM	NO.	TIME	VARIABLE QUOTE	RACK RATE	14.00	18.00
Telephone Number	01234 456789	1st Catering	Coffee	22	08:00 AM	1.50	DAY OF WEEK	-2.10	-2.70
Mobile Number	07123 456789	1st Golf	9-holes - "Dukes" course	22	09:00 AM	11.20	NUMBER	1.40	1.80
Email Address	<a href="mailto:joebloggs@promotetraining.co.uk">joebloggs@promotetraining.co.uk</a>	2nd Catering	Soup & sandwiches	22	01:00 PM	4.50	WINDOW	-0.70	-0.90
Address Line 1	Hampden House	2nd Golf	18-holes - "Queens" course	22	02:00 PM	18.00	TEE TIMES	-1.40	1.80
Address Line 2	Monument Park	3rd Catering	Three-course meal	22	07:00 PM	19.95	DISCOUNT	-2.80	0.00
Address Line 3	Chalgrove	1st Extras	Course planners	22		3.50	TOTAL	11.20	18.00
Address Line 4		2nd Extras							
County	Oxfordshire					NO CATERING SURCHARGE			
Postal Code	OX44 7RW					TOTAL PRICE PER PERSON	58.65		

## Yield

The far right boxes show how the rack-rate green fee price has been altered as it's gone through the various yield criteria.

In our example below, the 1<sup>st</sup> golf of 18-holes on the "Dukes" course went through the yield criteria as follows:

- The green fee started at the rack-rate of £25.00 per person
- A £3.75 per person discount was given because the date of the event fell on a Tuesday
- A £2.50 per person premium was added because only 22 participants were playing
- A £1.25 per person discount was given because the booking was being quoted 316 days in advance of the event date (it was quoted on 3<sup>rd</sup> November 2014 – as shown in the top right hand corner of the screen).
- A £3.75 per person premium was added because the 9:30am tee times requested were peak times.

These movements in price based on our pre-define yield criteria resulted in a 1<sup>st</sup> golf green fee price of £26.25 per person – a £1.25 premium on the rack rate of £25.00 per person.

The 2<sup>nd</sup> golf green fee of 9-holes on the Dukes course also went through its own yield adjustments as follows:

- The green fee started at the rack rate of £13.00 per person
- A £1.95 per person discount was given because the event falls on a Tuesday
- A £1.30 per person premium was added because there were only 22 participants
- A £0.65 per person discount was given because it was booked 316 days in advance
- No alteration was made for the 2:30pm tee times.

These movements created a 2<sup>nd</sup> golf green fee of £11.70 – a £1.30 discount on the rack rate of £13.00.

On this quotation, there wasn't a "no catering surcharge" added and the final quote came out as £64.85 per person.

CONTACT DETAILS		EVENT DETAILS					YIELD			
Organisers Name	Mr Joe Bloggs	Date of Event	Tuesday 15 September 2015				CRITERIA	1st GOLF	2nd GOLF	TOTAL
Group Name	VSOP Golf Society	ORDER	ITEM	NO.	TIME	VARIABLE QUOTE	RACK RATE	25.00	13.00	38.00
Telephone Number	01234 456789	1st Catering	Coffee & bacon rolls	22	08:30 AM	4.00	DAY OF WEEK	-3.75	-1.95	-5.70
Mobile Number	07123 456789	1st Golf	18-holes - "Dukes" course	22	09:30 AM	26.25	NUMBER	2.50	1.30	3.80
Email Address	<a href="mailto:joebloggs@promotetraining.co.uk">joebloggs@promotetraining.co.uk</a>	2nd Catering	Ploughman's platter	22	01:30 PM	9.95	WINDOW	-1.25	-0.65	-1.90
Address Line 1	Hampden House	2nd Golf	9-holes - "Dukes" course	22	02:30 PM	11.70	TEE TIMES	3.75	0.00	3.75
Address Line 2	Monument Park	3rd Catering	One-course meal	22	07:30 PM	12.95	DISCOUNT	1.25	-1.30	-0.05
Address Line 3	Chalgrove	1st Extras					TOTAL	26.25	11.70	37.95
Address Line 4		2nd Extras								
County	Oxfordshire	NO CATERING SURCHARGE								
Postal Code	OX44 7RW	TOTAL PRICE PER PERSON				64.85				

## Saving a Quote

The Group Booking Pricing tool calculates the booking window by comparing the event date with the date the quote was created (as synchronized with the date on the computer hosting the tool). As such, if the quote is saved as an Excel spreadsheet and re-opened at a later date - the price may have changed as the booking window has decreased. We would therefore recommend saving any quotations as PDF documents.

## **Software Disclaimer**

The Microsoft Excel spreadsheets issued with the Promote Golf courses are provided 'as is' without warranty of any kind, either express or implied, including, but not limited to, the implied warranties of fitness for a purpose, or the warranty of non-infringement. Without limiting the foregoing, Promote Golf makes no warranty that:

- the software will meet your requirements
- the software will be uninterrupted, timely, secure or error-free
- the results that may be obtained from the use of the software will be effective, accurate or reliable
- the quality of the software will meet your expectations
- any errors in the software issued with the Promote Golf courses will be corrected.

Software and its documentation made available via Promote Golf's courses and books:

- could include technical or other mistakes, inaccuracies or typographical errors. Promote Golf may make changes to the software or documentation made available on its web site.
- may be out of date, and Promote Golf makes no commitment to update such materials.

Promote Golf assumes no responsibility for errors or omissions in the software or documentation available through its and books courses. In no event shall Promote Golf be liable to you or any third parties for any special, punitive, incidental, indirect or consequential damages of any kind, or any damages whatsoever, including, without limitation, those resulting from loss of use, data or profits, whether or not Promote Golf has been advised of the possibility of such damages, and on any theory of liability, arising out of or in connection with the use of this software. The use of the software downloaded through the Promote Golf site is done at your own discretion and risk and with agreement that you will be solely responsible for any damage to your computer system or loss of data that results from such activities. No advice or information, whether oral or written, obtained by you from Promote Golf or from the Promote Golf web site shall create any warranty for the software.