



Marketing Committee 2014 Annual Report

The main goal of the Marketing Committee is to create, develop, implement and evaluate marketing initiatives to grow the game of golf from a provincial perspective. Below you will find an outline of the key marketing activities undertaken this past season.

Development of Logo and Standards

This past year the Marketing Committee set out to create visual continuity and consistency in our brand exposure. To accomplish this, our first task was to design a new standards package to ensure our brand displays professionally and attractively. As new printed and electronic materials, were created and published they used these standards.

GNL Website

The Marketing Committee began researching options and pricing for a new website design and e-marketing services that reflected our new standards, while also providing easy content manipulation and data management. The current provider's contract expires December 31, 2014. It is fully expected that a new site will be in place early in the New Year.

Annual Golf Guide Publication

2014 was a turning point for the golf guide as the new standards were used for the first time resulting in positive reviews from the golf courses. Working with the individual courses, GNL provided the editorial content, course information and photos, while The British Group was responsible for the layout and printing. When completed, these guides were distributed to the provincial Visitor Information Centers, member courses, major hotels and various accommodations.

Travel Guide Golf Page

GNL secured a full page ad in the 2014 Provincial Travel Guide. Content and pictures were supplied by GNL. There was no cost charged to the organization for this page as the provincial government provided it for free. The value of this in-kind donation was \$4,000.00.

Monthly e-Newsletter

A newsletter was created and distributed to contacts listed in the GNL database the second Tuesday of each month during the golf season. This publication reached approximately 9,300 people each month and had an average open rate of 23%, which is considered high for bulk e-mail.

GNL Facebook and Twitter Pages

GNL Facebook and Twitter pages were used as an affordable, easy way to post photos and information related to provincial golf activities. With more and more people relying on social media versus websites and e-mails to receive and relay information, these initiatives will become more important every year. As an example; one GNL post reached over 3,500 people within days. The Marketing Committee also identified numerous strategies and initiatives to grow a following of these pages.

Annual Golf Pass Program

Member courses provided golf passes to the organization to assist in implementing a number of its initiatives. Passes were packaged for the Telegram Mega Auction, were provided to each of the major corporate sponsors, were used as incentives to attract advertisers in the Golf Guide and were included as payment for radio promotions.

Telegram Mega Auction

Once again, GNL participated in the 2014 Mega Auction hosted by The Telegram. Passes donated by the various courses were used to create regional golf packages that were auctioned off in the Mega Auction. This revenue was in turn used as credit for advertizing with the Telegram.

Weekly Golf Report

This year, weekly reports ran in the Telegram between June and September, 2014. GNL used advertising credits to purchase banner ads in the Weekly Golf Report. Two other courses purchased four additional banner ads. The Telegram has again agreed to provide the page in 2015 under the same terms and conditions.

Sponsorship Program

GNL had four major corporate sponsors for 2014: Provincial Airlines, The British Group, Super 8 St. John's and Collingwood Spirits & Wines. Each corporate sponsor provided various products and services that were used to assist and promote GNL activities and initiatives throughout the year. The British Group and Collingwood also provided cash contributions as well.

Atlantic Golf Organization

For the fifth year, GNL partnered with the other three provincial Atlantic golf marketing organizations and Tourism Atlantic (ACOA) to promote and market the Atlantic golf industry initially in the eastern United States. Each agency provided cash, and/or in-kind contributions, while ACOA provided funding through the Atlantic Canada Tourism Partnership (ACTP). The partnership agreement was administered by GNL, for a monthly payment of \$1,500.00. This provided revenue for GNL, and covered the cost of GNL participation.

SportFest

Once again, GNL participated in SportFest, an interactive 3 day event created by Sport NL to bring awareness of individual sports to school aged kids and the general public. During this event, GNL hosted a booth that featured an interactive driving and putting area, along with promotional materials. This year over 6,000 people attended.

Thank you Member Courses

GNL thanks each participating course for its very generous donation of passes, use of facilities, labour and numerous other resources that help fund many GNL initiatives. Without this support, these initiatives would not have happened.

Thank You Committee Members

I would like to thank the members of the Committee for their work and ideas during the past two years. Your help has been invaluable and has played a huge role in evaluating past programs, establishing and creating new marketing initiatives and creating standards that will be used for years.

The Marketing Committee membership included Paul Kelly, Patti Hamilton, Ted Stonehouse, Marcheta Gallant and Greg Hillier.

Respectfully Submitted By:

Paul Kelly, Marketing Director, GNL