



Marketing Committee Annual Report 2016

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.

FAM Tours:

GNL, in partnership with the Provincial Tourism Division, and the Western Destination Marketing Organization hosted one (1) FAM Tour during the season. GNL hosted the editor of the New England Golfer, Bruce Vittner for an eight day tour of six golf courses and a number of attractions across the province. From this tour, there have been two articles written and anticipate an additional two articles in the spring of 2017.

GNL Website:

The Marketing Committee secured the services of 1-2-1 Marketing to provide web hosting services for GNL's website. GNL has a great working relationship with the host and over the course of the apst few months have managed to update various information on the site and will eb looking to update the site for the 2017 season.

Annual Golf Guide Publication:

In partnership with Quikprint, GNL oversaw the development and production of the 2016 Golf Guide. Individual courses provided content, editorials, contact information and photographs. When completed, the guides were distributed to the provincial Visitor Information Centers, member courses, major hotels and various accommodations throughout the province.

Provincial Travel Guide Golf Page:

GNL secured a full page ad in the 2016 Provincial Travel Guide. Content and pictures were supplied by GNL. Other than providing the content design, there was no cost charge to the organization for this page as the provincial government provided the page free of charge. The value of this in-kind donation is estimated at \$6,000.00.

Monthly e-Newsletter:

Utilizing the new brand standards, the annual e-Newsletter was created and distributed monthly from May through September. A Christmas edition is also scheduled for distribution later in November. The e-Newsletters are circulated to approximately 7,500 user names in the GNL database. GNL has renewed its partnership with The Grain Magazine to circulate seven (7) publications related to the professional major championships and special editions on travel and equipment. This publication continues to be a great marketing tool with an average open rate of approximately 20%.

GNL Facebook and Twitter Pages:

GNL continued to utilize Facebook and Twitter pages as an affordable way to post articles, photos and information related to provincial golf activities. With more and more people using social media versus websites and e-mails to receive and relay information, these initiatives are becoming more important every year. Again this year, GNL placed more focus on personal stories and event information which resulted in an increase in viewership and likes.

Annual Golf Pass Program:

Member courses provided fifteen (15) golf passes to the organization to assist in implementing a number of initiatives. Passes were packaged for the Telegram Mega Auction, provided to each of the major corporate sponsors, and used as incentives to attract advertisers in the Golf Guide.

Telegram Mega Auction:

Once again, GNL participated in the 2016 Mega Auction hosted by The Telegram. Golf passes contributed by the courses were used to create regional golf packages that were auctioned off in the Mega Auction. This initiative generated approximately \$7,100.00 in revenue which was then used as credit for advertising to support the weekly Golf Report with twelve (12) banner ads in The Telegram.

Weekly Golf Report:

This year, 14 weekly reports ran in the Telegram from June 8th through September th. Content for the page featured local experts discussing rules, etiquette, golf tips and other helpful advice. A number of courses provided information and content for feature stories and news briefs. We would like to thank everyone who helped make this a successful weekly feature. The Telegram has again agreed to provide the page in 2017.

Sponsorship Program:

GNL had four major corporate sponsors for 2016: Royal LePage, Munn Insurance, Browning Harvey, 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 organization also received some additional support from a number of general sponsors including bell Mobility, Old Dutch and Labatt Breweries.

Atlantic Golf Organization:

GNL partnered with the other three provincial Atlantic golf marketing organizations (AGO) and Tourism Atlantic (ACOA) to promote and market the Atlantic golf industry. Due to a number of factors, the organization did not plan or implement any initiatives and is looking towards developing a marketing program for approval and implementation in the spring and summer of 2017.

SportFest:

GNL participated in SportFest, an interactive three (3) day event created by Sport NL to bring awareness of individual sports to school aged kids and the general public. This year the event was hosted at the Powerplex in St. John's from June 2nd to 4th. The GNL booth included a driving area, putting green and a display booth with general information on golf throughout the province. The event attracted well over 4,000 patrons.

Aerial Program:

In 2016 GNL investigated the potential to create an aerial and still photography of courses across the province. A number of companies involved in this type of production were contacted and provided quotations to complete the work. A number of courses expressed interest in participating in this initiative. It is anticipated that GNL will identify and partner with two (2) member courses to complete the program and if successful continue to partner with other members to develop a photo and aerial library for future use.

Re-branding:

If you refer to the start of this report you will note a new logo for the organization. This logo will become the new brand for GNL moving forward. The organization has begun to replace the logo on its website, letterhead, Golf Canada materials and related documents. It is the goal of the organization to have everything converted by March 1st, 2017. The new logo incorporates the map of NL with the colors reversed from the original logo.

Thank you Member Courses:

The Marketing Committee would like to take this opportunity to thank each participating course for its very generous donation of passes, use of facilities, human resources and numerous other resources that help support GNL initiatives. Without this support, these initiatives would not have been possible.

Thank You Committee Members:

This past year the committee consisted of Paul Kelly, Lee Puddister and the Executive Director. Unfortunately Lee Puddister was involved in other activities and was limited in his participation and the Marketing Director resigned in September for work related matters. GNL would like to thank these individuals for their support of the marketing of GNL and look forward to working with the new committee in the coming year.