



News & Reviews

Client in the Spotlight — Longueville Golf Range, Interview with Trevor Gray



“I could not envisage operating a successful range without Power Tee.”

Why did you upgrade?

We have always been happy with Power Tees as a product and without doubt it greatly enhances the experience for our patrons whilst increasing our revenue; a “win-win” situation. I could not envisage operating a successful range without Power Tee. The range looks good with all the shiny new equipment and mats. Our existing equipment was 6 years old and still performing well but Tim and I are ultra conscious of keeping our facilities up-to-date and although we had not really expected to fully upgrade for a few years,

we decided on balance that the terms offered for the upgrade made it worthwhile acting now. We are sure that the improvements made to the product will mean fewer machines being returned for maintenance and an even better functioning product for our patrons.

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Range	Longueville Golf Range
Location	Jersey, Channel Islands
Owners	Trevor Gray and Tim Pallot
Total No. of Hitting Stations	20
No. of Power Tees	12
Power Tee Installed	November 2004 in advance of range opening January 2005, additional 2 Power Tees installed February 2008, all upgraded January 2011

FAQ

Q. What kind of mats are on Power Tee?

- A. Power Tees use the two best golf mats currently available. The strike mat is Fiberbuilt, which is designed for realistic fairway feel and is incredibly durable. Balls can also be struck from the standing mat which simulates a tighter lie. The mat itself is cushioned and also benefits from a further ½" layer of foam cushioning beneath it. This has been found to minimize impact injuries resulting from striking down on the ball.

Q. How long has Power Tee been around?

- A. The company was incorporated in UK in 1996 and the first Power Tees were installed in 1999 following extensive investment and testing. The company has been manufacturing, selling, installing and servicing Power Tees around UK and Europe since 1999. Power Tee was launched in USA in 2009. Martin Wyeth, the inventor of Power Tee and owner of the company has relocated to USA and brought two key members of the team with him to ensure the successful roll out of Power Tee in the American market.

Spotlight continued from front page...

How have you found the last couple of years during the economic downturn?

There has been a small downturn for us but pretty minimal, around 5% over the last 2 years. It is estimated there are about 5,000 active golfers on the island. If you take into account, for example, that the Royal Jersey Golf Club has a waiting list of around 30 years, you can see that we are not short of customers.

What have you done to counteract the downturn?

We pride ourselves on keeping up exceptionally high standards, hence the upgrade. We have continued to spend and invest through the tougher times. We change the balls every year or so even though some are still virtually brand new. The range is carpeted and well appointed and we have a cleaner who comes 3 times a week to give it a good going over. The outfield is always kept in immaculate condition, weather permitting! We have kept our prices the same for the last 3 years and this has helped us maintain turnover and customer loyalty. We have sold extra advertising at the range over the last couple of years which has helped.

What plans do you have for the future?

We plan to replace all the bay-dividers later this year and are currently seeking a sponsor who will have their logo/advertising on each one.

Did you know?

There are over 3,000 Power Tees in operation in 13 countries around the world.



Range Operating Tips from Around the World — Kids Hit Free



This month's observation comes from California. Tom Barber, one of America's most experienced operators has been doing this promotion for many years. Tom first got the idea from Denny's "Kids Eat Free" promotion and adapted it to his premier driving range in Simi Valley, California.

The concept is very straightforward, if an adult buys a basket of balls they can have a second basket free for the kids to hit. This is a very clever promotion, the word "free" in an advertising promotion generates immediate mistrust, what's the catch? mentality among the target audience. By preceding 'free' with 'Kids hit' you immediately capture the target audience (sporting parents) with a clearly understood offer. Gaining free publicity with this offer is a clear possibility, it is a community related offer in sport and in recessionary times, getting out of the house and doing something without spending a fortune is a good message for any community newspaper to spread.

"The concept is very straightforward, if an adult buys a basket of balls they can have a second basket free for the kids to hit."

Tom Barber, the originator of this idea, chose to implement the system on his quietest night, Monday. He has successfully turned Monday into his busiest night.

Downsides

Some parents will want a free basket for junior without buying one themselves so be prepared to deal with this. Clear signage for staff to point to will help squash arguments. Once started, these promotions gather momentum so be prepared to stick with it for some time.

Martin Wyeth, Power Tee CEO, has visited driving ranges the world over and is pleased to share his observations of how some range owners have successfully improved ball sales using Power Tee.



Did you know?

Most of our installations are in existing ranges, and our system generally fits comfortably inside existing bay dividers.

Employee of the Month — Bjorn Lewis (BJ)



Name: Bjorn Lewis (BJ)
Position: Site Works Manager
Since: December 2001

“The satisfaction when stepping back from a completed Power Tee installation and watching golfers use Power Tees for the first time is amazing. I have installed over 3,000 Power Tees and the reward of a job well done never gets old.”

BJ joined the Power Tee team in the UK in December 2001 after having previously assisted on a few Power Tee installations. His attention to detail and professionalism quickly reassure range owners while we are installing Power Tees in their ranges. His huge experience in all issues relating to Power Tee installation and maintenance made him an obvious choice to relocate to USA when Power Tee was launched in America. He moved to Florida with his wife and 4 young sons in November 2009.

POWER TEE

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News

Now there are new ways to stay in touch with Power Tee!

 We now have two Facebook pages: *Power Tee (Golf-Tech)* is our business page for driving range operators and *Power Tee* is for golfers and fans. Like us today!

 *PowerTeeGolf* is our Twitter presence. Please follow us and we'll return the favor!

GRAA: golfrange.org



Power Tee is a preferred vendor of the *Golf Range Association of America*. The

GRAA is a membership trade organization focused on all golf facilities in the sweet spot of teaching & training; clubfitting and retail; practice and other family recreational amenities.

New design for PowerTee.com



Lots of changes are underway at PowerTee.com. Our site is being redesigned and a preview of the new look is online now. The site will be loaded with new features; live by May 2011.

