

News & Reviews

Client in the Spotlight — Valérie Querleu: Golf de l'île Fleurie, Paris



“It has been one of the best investments we have made with excellent results in customer satisfaction as well as revenues.”

Golf de l'île Fleurie is an oasis of calm and greenery on the Island of the Impressionists in the centre of the river Seine, just 15 minutes from the Eiffel Tower and the centre of Paris.

Besides golf, it also has an excellent restaurant and chef serving high quality French cuisine

throughout the day, a large lounge area with fireplace, terrace - solarium and a unique place to organize business conferences or family events, a jewel in the heart of the Paris business area.

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Range	Golf de l'île Fleurie
Location	Chatou, Paris, France
Owner	Valérie Querleu Barril
Total No. of Hitting Stations	150 bays (110 covered)
No. of Power Tees	25
Power Tee Installed	February 2008

Range Operating Tips from Around the World — Happy Hour



The association of Happy Hour with partying and bars is unmistakable in this timeless promotion. However you operate this device it will be easily understood in publications and will act as a good strap line to gain business.

One interesting use I have seen of this concept is to make the Happy Hour 8am to 9am in order to get non working golfers to the range early in the hopes that they will stay and spend throughout the morning.

In one range in the industrial heartland of the UK, a Power Tee operator ran 10 happy hours per week (Monday to Friday) these were set outside the shift work patterns of the local factories and allowed the operator to discount heavily for the local unemployed and retired without having to erode prices among the working community.

Be careful of Happy Hours at peak times (usually

6pm to 8pm for urban ranges). While bars aim for peak time because they are trying to lure in drinkers away from competition, most ranges will be aiming to bring in golfers who would otherwise not hit balls. Running the happy hour in peak times may cause waiting problems and erode full price business that would have been there regardless.

Downsides

Depending on your dispensing system this may be open to abuse. Tokens purchased during Happy Hours by friends of golfers can emerge at peak times. Impact of these promotions is very hard to measure without careful planning.

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.



FAQ

Q. My range is all grass, can I have Power Tee?

A. Absolutely. Grass is a chore to maintain. Most of the golfers who use the driving range have handicaps above seven or eight, and our experience has been that those golfers prefer to hit off of the two high quality surfaces that Power Tee offers.

Q. Can I try just one or two Power Tees?

A. Sorry, this will work against you. Lines will form at the machines, which are sure to be popular, and after waiting once or twice, people will give up on Power Tee, and if they have come specifically to try it, then maybe your range. Also, continuous use of a small number of machines accelerates wear. If there were even a simple maintenance issue, such as a tee needing replacement, all of the golfers waiting to use the machine would be increasingly frustrated. We recommend the right number of machines for your range so that you won't have these issues, nor will you be paying for something that you are not using – which would be the case with too many machines.

Spotlight continued from front page...

When did you install Power Tees?

We installed 24 Power Tees in February 2008.

Why did you choose to install Power Tees?

Our reason for doing so was to offer the best technology available on the market to our customers.

Did you notice an increase in sales as a result of installing Power Tees?

Yes, within the first year following the installation the ball sales increased by 30%. We saw new customers as word spread around the area, and that put revenue up on our restaurant, bar and golf shop.

What has been the reaction of your customers to the Power Tees?

Our customers are really pleased with Power Tee, and the improvement it gives them to their practice routines.

How do you feel about the support provided by the Power Tee staff?

The service and friendly approach of the Power Tee staff has made working with them so easy with help and recommendations on all aspects of the range.

Overall, has your experience with Power Tee been positive?

Yes. It has been one of the best investments we have made with excellent results in customer satisfaction as well as revenues.

For more information, visit: www.golf-ilefleurie.com/

Did you know?



Power Tee offers its customers FREE marketing support including onsite banners, and advertising through the web and social media portals?



Employee of the Month — Louie Cinti



“I really love the Power Tees; compact package and super tough! They are in constant use at Haggin Oaks which is open 24 hours a day during the summer and until midnight the rest of the year.”

Name: Louie Cinti

Position: San Francisco area Service Engineer Since: November 2009

Louie was recruited specifically to maintain the Power Tee system at Mariners Point Golf Center in San Francisco and he later added the Power Tee system at Haggin Oaks in Sacramento when that was installed. He spent 40 years as a steel worker/certified welder and machinery mechanic and is incredibly practical which made him perfect for this role. Louie carries out his repairs on a part time, on call basis. Both Golf-Tech and the customers know they can count on Louie to get the job done on time every time.

The longest golf hole in the world is the 7th hole (par 7) of the Sano Course at the Satsuki Golf Club in Japan. It measures an incredible 909 yards.

日本のために祈り給え。

Did You Know



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News

New Installation!

A1 Driving Range, London



A1 Driving Range in London originally installed 30 Power Tees in August 2006. When Ivan Norman bought the range in June 2008, he was so impressed with Power Tee that not only did he increase the number of automated bays from 30 to 46 he replaced the original 30 machines with the very latest model and installed a further 24 machines at his other range, The Metro Centre in central London. Ivan is also adding adventure golf and a short course to complete the improvements to the Centre.

Container Arrival

Power Tee, USA



A container of 160 Power Tees arrived safe and sound in Florida from UK on July 22, 2011. The Power Tees were unloaded in just 1¼ hours that morning with the sun shining bright and temperatures well in the 90s!