

2015–2016

Golfpac Travel Preferred Partner Program

We help you find golfers!

Serving the
traveling golfer
since 1975.



Why Golfpac Customers are good for your business.

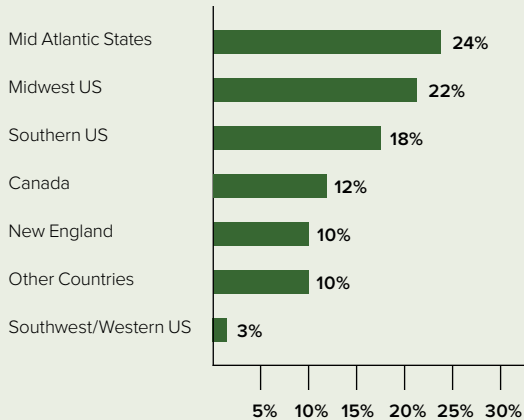
In general, golf attracts people with a more attractive demographic profile than any other recreational pursuit. According to the National Golf Foundation, the average golf traveler is 48.5 years old with an average household income of \$104,000.

We may be a bit biased, but we feel a Golfpac® traveler is one of the most desirable consumers you can attract. Our customers are core golfers who are willing to commit to their trip and pay for it in advance. In addition, they tend to purchase food & beverage, merchandise, and services while on property.

What Golfpac Clients Spend

Average spent per reservation	\$3,370.00
Average rate per round of golf	\$94.55
Average rate per room night	\$86.65

Where the Business comes from



Based on Golfpac statistics for 2012, 2013 and 2014.



Tranquilo Golf Club at Four Seasons Orlando

Preferred Partners receive maximum exposure!


When we booked our first Orlando golf package back in 1975 no one knew how successful Golfpac would become. Through word of mouth, a commitment to excellent customer service and a clear vision of the golf travel industry, we feel we earned a reputation as a company our customers and partners can trust to do things right.

We now send golfers to destinations all over the world. Our clients rely on us because we offer them what they want: a great golf vacation at a price that meets their budget. We love it when a customer calls and says, "I'd like to book a Golfpac." Now that's name recognition!

We've generated over 85,000 rounds of golf and 50,000 room nights for our partners over the past year. Since our humble beginnings, we've planned vacations for over 701,000 golfers worldwide. As we continue to attract more golfers to our service each year, our partnerships flourish and our preferred partners benefit.

Best of all, through our unique marketing strategy we can get your property's message in front of millions of golfers. We use every marketing tool at our disposal to get the message out. Become a preferred partner and join us in this effort and maximize your exposure to traveling golfers!

The Grand Golf Resorts of Florida offers multiple golf packages for avid golfers to enjoy the collection's award-winning courses and luxury accommodations. Call us today for more package information to these three outstanding resort destinations!



Classic Golf at Innisbrook

- 2 nights' accommodations in a 2-bedroom suite.
- 2 rounds of golf with cart.
- Unlimited use of practice facilities.
- Club storage and locker room service.
- Resort service charge.

From: \$336* per golfer.

*Effective 10/01/14-12/31/14 based on 4 golfers sharing a three-bedroom suite.

REF CODE: R-INYE

Classic Golf at Reunion

- 2 nights' accommodations in a 3-bedroom villa deluxe.
- 2 rounds of golf with cart.
- Unlimited use of practice facilities.
- Club storage and locker room service.
- Resort service charge.

From: \$368* per golfer.

*Effective 10/01/14-12/31/14 based on 4 golfers sharing a three-bedroom villa deluxe.

REF CODE: R-REUYC

Classic Golf at Hammock Beach


- 2 nights' accommodations in a 3-bedroom villa.
- 2 rounds of golf with cart.
- Unlimited use of practice facilities.
- Club storage and locker room service.
- Resort service charge.

From: \$339* per golfer.

*Effective 10/01/14-12/31/14 based on 4 golfers sharing a three-bedroom suite.

REF CODE: R-HABYC

*All package prices are subject to change. Taxes are not included. Prices can fluctuate by both time of day and day of week. Packages are not always set in stone as we can offer customer your trip to arrange any number of nights and rounds of golf. We highly suggest you contact our Golfpac Travel Agents to get a quote for your date of travel and to discuss what properties will work best for your group.



SCOTLAND • IRELAND • ENGLAND • WALES • PORTUGAL • SPAIN • SOUTH AFRICA

Make your golf dream a reality!

For additional information on planning your own golf trip abroad, including guaranteed Old Course tee time packages, please call us at 800 523 0007 or visit GolfpacInternational.com. Plan early!



The Ailsa Course, Trump Turnberry



Trump Turnberry & Luxury Collection Resort
Ayrshire, Scotland

Golfpac International

For over 25 years, golfers have been depending on our knowledge and expertise to select the most extraordinary courses, to choose convenient and comfortable accommodations, and to recommend the best dining and scenic travel touring. Our clients keep coming back because they find us dedicated to the details that make a golf vacation truly memorable.

SPECIAL EVENTS	St. Andrews Golf Week April 12-18, 2015 October 18-24, 2015	2015 British Open St. Andrews, Scotland July 16-19, 2015	2016 British Open Royal Troon, Scotland July 14-17, 2016
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Call Golfpac International at 800 523 0007 or visit GolfpacInternational.com today!



Preferred Partners Reach Proven Golf Travelers

The Internet

Although we still feel print and direct mail are vital to our success, we continue to cultivate more and more business through various avenues on the Internet. It's easy to put up a website these days, but you have to know a few things, like using Google Analytics, to attract visitors and get them to come back time and time again. Our I.T. team has the experience necessary to do just that. GolfpacTravel.com attracts over 495,000 Internet users who view over 2,100,000 million pages annually.

Website Preferred Status

One important way we make our partners stand out online is via a "preferred" status listing. Our preferred partners receive extra promotion in a variety of ways including a highlighted listing, inclusion in packages and specials, and priority sorting within destination lists. Basically, we try hard to make sure our preferred partners get recognized by customers planning their next trip.

Online Partnerships

In addition to our own website, Golfpac® supplies travel content and packages to major golf travel related websites including GolfLink™; Scottsdale.com; GOLF Magazine® Players Club; and more. Through these associations, our marketing partners can reach an additional 250,000 individual users. We also act as the travel fulfillment center for many additional websites and hotel/destination partners through our unique Golfers Desk program.

E-Mail Newsletter Blasts

One of our most effective means of reaching active golf travelers is through our e-mail database and through cooperative e-mail partnerships. Golfpac Preferred Partners can receive additional exposure through the following schedule of e-mail newsletters.

Golfpac	38 e-mail newsletters to 47,000+ golf travelers
Golf.com	Three e-mail newsletters to 300,000+ golf travelers
	Two regional e-mail newsletters to 75,000+ golfers
Golfweek	11 e-mail newsletters to 120,000+ golf travelers
Golf Logix	Two e-mail newsletters to 1,250,000+ golf travelers
NGF	Two e-mail newsletters to 300,000+ golf travelers



Online Contest Giveaways

We promote quarterly golf vacation giveaways to generate leads. On average, we receive approximately 43,000 entries per contest. We display the contest for three months on GolfpacTravel.com. Partner participation is vital to the success of this program as our partner properties or destinations provide the vacation giveaway. The contest giveaway enjoys an anchored position on every Golfpac and affiliate Web page. On average, over one million page views are generated per month. That's amazing exposure for your property!

Note: *this cooperative promotion is only available to 4 partners per year.*

Social Media

We continue to build a viable Social Media campaign. Our Facebook page now has more than 20,000 likes and we plan to continue to grow this base. We hope to connect with partners who are actively using Social Media to promote their properties. We are very happy to retweet a message or share a partner post whenever we can. We think there is a great opportunity to work together with our partners to do much more in this arena and it will be a central focus of our marketing efforts in 2015/16.

DESTINATIONS Magazine

Our most trusted marketing tool has long been our annual printed vacation guide. This year, we'll print multiple editions of our Destinations magazine, which features editorial content on our most popular destinations. By printing multiple guides, we can touch our customers numerous times and, we believe, drive more business to our preferred partners. While not focused on prices as our brochures have been in the past, these guides will be designed to drive people to our website for package specials and prices. In all, we plan to deliver 150,000 vacation guides in three different mailings.

Other direct mail campaigns (postcards, one-time fliers, etc.) are often scheduled to create even more repeat customer awareness.

Digital Magazine

In addition to the printed magazine listed above, we'll also e-mail a digital version of each issue of DESTINATIONS to 70,000+ opt-in subscribers. We expect the subscription base to continue to grow in 2015. You can view our latest edition online at www.golfpactravel-destinations.com.

Don't just take our word for it.

"After so many years of working with Golfpac, what comes to mind when I think of them, is its friendly, professional and knowledgeable staff. Their passion drives them to create experiences that translate in memorable golf vacations to guests and partners. Partnering with a company that, as we do, places prompt and excellent customer service as one of their top values, it is just good business." —**Sonia Frederick, Senior Sales Manager—Business and Leisure Travel, HYATT REGENCY Orlando**

"Golfpac has always come through for us, from Myrtle Beach to Orlando and now in Pinehurst. We have been using Golfpac for over 27 years now; starting off in Orlando when we used to pick up the packages from your offices." —**Mike Shaw**

"I have been in the Scottsdale travel industry for 11 years. Our hotel was seeking a golf vacation company to partner with since Scottsdale is known as the world's finest golf destination and this was not our forté. Ten years later and Golfpac Travel has become our favorite partner. Whether our guests are looking to play a desert course or a traditional course, Golfpac offers them over 50 options to choose from. Their team is easy to work with and efficient from the beginning to the end of the booking process. I would recommend Golfpac Travel to any company or individual looking to book tee times in Scottsdale, Arizona! —**Tammy Ladd, Director of Sales, Hyatt House Scottsdale/Old Town**

Contact us today to become a Golfpac Travel Preferred Partner

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Westin Lake Las Vegas—Reflection Bay