

GOLF NOW

MORE GOLFERS. MORE ROUNDS. MORE REVENUE.

GolfNow powers the future of tee time management. Our technology connects your club with millions of active golfers while reducing admin work, optimising occupancy, and creating new revenue opportunities



8 Reasons to Join GolfNow

1 MORE BOOKINGS, MORE REVENUE

Golfers can book tee times on GolfNow anytime, anywhere – even outside club opening hours. With popular Hot Deals, clubs can boost demand during off-peak periods while keeping full control over pricing and which times to discount.

2 SMART TEE TIME MANAGEMENT

The seamless integration of GolfNow with your tee sheet lets you efficiently manage bookings for members and visitors while reducing gaps during less popular tee times. Plus, clubs gain valuable analytics on booking patterns for smarter decisions.

3 MORE REACH WITH GOOGLE INTEGRATION

With GolfNow's Google integration, a "Book Online" button appears directly in search results for your club. This boosts visibility, increases course utilisation, and makes bookings easier than ever for golfers.

4 REACHING THE NEXT GENERATION

Especially Gen Z golfers expect mobile-first convenience — and GolfNow puts your course right at their fingertips. With seamless, multilingual access, players can book tee times through our app connecting your club with tech-savvy players.

5 POWERFUL MARKETING EXPOSURE

GolfNow invests over €1 million each year in our partnership with Sky Sports, giving course partners in Europe unrivalled visibility. Targeted digital campaigns across social, email, our app retargeting and online ads further boost awareness and growth.

6 LESS ADMINISTRATION, MORE GOLF

Bookings, payments and cancellations made via GolfNow are fully automated in the background, significantly reducing admin workload and freeing up your front desk team to focus on delivering a better member and guest experience.

7 FLEXIBLE BUSINESS MODELS

Clubs can choose between a commission-based model or innovative barter solutions where technology is provided in exchange for tee times. This makes GolfNow highly scalable and cost-effective for every club.

8 PRESTIGE & VISIBILITY

With 3.7 million golfers and 11,000+ courses worldwide, GolfNow connects your course to a global audience. Even high-occupancy clubs like The Belfry and Royal Troon trust us to boost international visibility and prestige.

GOLF NOW BY THE NUMBERS

11,000+

Course partners worldwide
incl. 1,800 in Europe

3.7MM+

Golfers worldwide incl.
250,000 in Europe

540,000+

Annual app users
in Europe alone

2.6MM+

Annual website users
in Europe alone

Join GolfNow today | albatros golf.com/golfnow | sales@golfnow.eu

