



# THE LOW SEASON HAS GREAT POTENTIAL



WIN MORE GOLFERS WITH ATTRACTIVE DEALS.

operated by  CHANGE



## GOLF PACKAGES FOR OPTIMISING CAPACITY

### THE LOW SEASON BECOMES HIGH SEASON

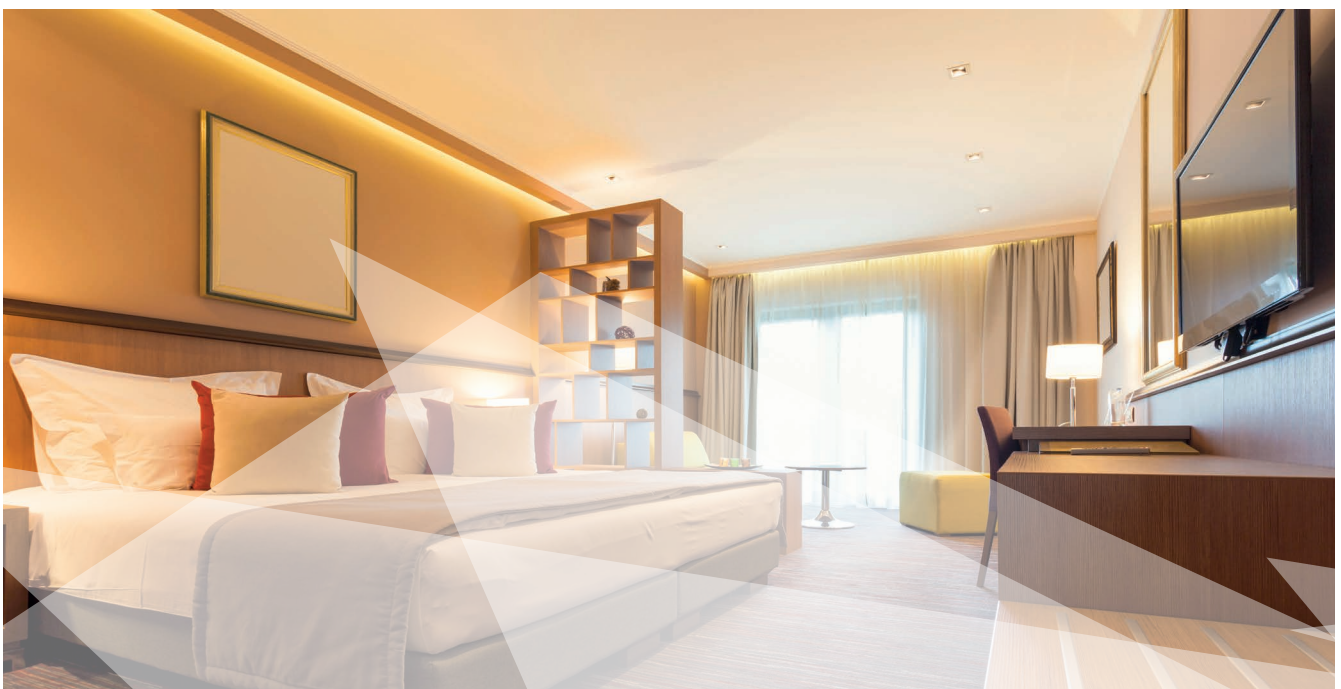
Most hotels strive for higher occupancy also during the low season. It's similar for golf clubs seeking higher utilisation.

The golf portal developed by Nexxchange offers an innovative way for optimizing occupancy of the hotel in combination with the golf club.

This works successfully through creative new combination offers designed for golfing and include packages featuring overnight stays – making the offers distinctively more attractive!

### GOLF BREAKS: THE RIGHT OFFER FOR THE RIGHT TIME

With the new and efficient agent module for hoteliers, customer-oriented combination packages can be designed for golf short breaks – perfectly tailored to occupancy, the season and days of the week.





## COMBI-OFFERS WITH HOSPITALITY 4.0

### REGIONAL AND SEASONAL 4.0

THE NEXXCHANGE GOLF BOOKING PORTAL - The future lies in the networking of services as well as adaptation to individual customer requirements. For the golf sector, Nexxchange has developed a modern, fully integrated booking portal that connects - via online - existing clubs across entire regions and enables the integration of hotels and travel agencies in the booking process in real time.

This "Hospitality 4.0" uses the most modern, comprehensive IT technologies. Which is why the portal is the ideal marketing platform for seasonal golf-related combi-offers.

### INTEGRATED APPEAL AND ATTRACTION

The Nexxchange booking portal offers a new kind of pricing flexibility that enables golf clubs together with hotels to maximize their utilisation ("Yield Management").

Through this, golf clubs can create attractive contingent vouchers and offer them online. You as a hotel partner (agent) can purchase vouchers directly, handle billing, and offer to golf players a wonderful golf break that includes tee times, overnight stays, breakfast and more - at an attractive price.

Golf break offers are presented directly in the golf booking portal and reach costumers efficiently and effectively. The detailed information of the offers and the booking possibilities are available via the link on the respective hotel website. Golf players can book their tee times through the booking portal online, and then cash in their vouchers in the club.





## CONTACT AND INFORMATION

Have combi-offers with our club vouchers captured your interest? Then please contact us anytime and we will show you personally the variety of options available.

## RESPONSIBLE FOR CONTENT

Nexxchange AG  
Landstraßer Hauptstraße 1/12  
1030 Vienna, Austria

Tel.: +43 1 606 20 70 10  
Fax.: +43 1 606 20 70 72  
Mail: [office@nexxchange.com](mailto:office@nexxchange.com)  
[www.nexxchange.com](http://www.nexxchange.com)



## EXTEND THE SEASON – WITH THE AGENT MODULE

### INNOVATIVE ADDED VALUE

Be one the first to utilise a joint-maximisation capacity system with hotels and demonstrate the power of innovation in your region – to the benefit of all participants.

With the sales of the vouchers, you can select the exact season and days of the week – which means optimal yield management. Altogether, there are 104 price combinations in the 52 week calendar. With a package, you can achieve a higher price than for that of an individual service offer.

The integrated prices, which are based on the competition between the hotels, can motivate golf tourists to take their holidays during the low season. And there is added value also in the pre- and post-high season periods as well.

### QUICKER RETURN ON INVESTMENT

The agent module is included cost-free in the Nexxchange GolfSuite and helps you to easily optimise the occupancy of your club.

For example: 150 vouchers sold per season means that, with an average price of € 30,- per voucher, there would be an income gain of € 4.500,-.

Austria's golf clubs are, on average, in operation 8 months per season (32 weeks) – of which 10 weeks comprise the high season and 22 weeks make up the low season.

150 vouchers during the low season can be already achieved when 7 vouchers are sold per week – which translates to 3 bookings on weekdays and 4 on weekends.





## THE AGENT MODULE

The Nexxchange GolfSuite agent module is the online connection between golf clubs and their tourism partners. It links your club with different agents – hotels, travel agencies or external booking locations – and with this, the online cooperation process establishes the basis for an innovative and successful capacity optimisation.

The booking portal for tee times is also the best place for marketing the combi-offers, because that is where all golfers are searching for convenient tee times and attractive prices.

## SOFTWARE AS A SERVICE - FROM NEXXCHANGE

The agent module is another innovation in the B2B area of the Nexxchange booking portal. We focus on offering all commercial processes around the sport of golf in one compact software solution – from membership management to POS (cash register) systems to a regional portal.

The software solutions for booking platforms are certified by the Austrian Golf Federation and the Italian Golf Federation and achieve high performance rates at low costs. The B2B solutions of Nexxchange are distinguished by their online-based “Software as a Service” concept, which is extremely secure because of its 99.5% guaranteed availability rate.

