

The Ranch Golf and Country Club

Responsible Booking Program

Over the past number of years golfing enthusiasts have seen green fee rates rise significantly. The Ranch Golf and Country Club prides itself on offering outstanding value by offering a premier golf course with outstanding service at very reasonable rates.

One of the leading factors that has led to the rise in green fees rates around the globe is lost revenue when golfers do not show up for their booked tee times or show up with less golfers than they booked. Phoning a golf course to cancel a tee time without giving enough time for the golf course to have the opportunity to book a new group in that time slot also causes significant lost revenue. Lost revenue from these types of circumstances has to be made up some how and the easiest way to account for this is by raising green fee rates.

To assist in trying to educate our guests on responsible tee time bookings, we are instituting a responsible booking program. This program will assist in educating our guests how to book tee times and potentially reward those that adjust or cancel their tee times properly.

It is generally accepted that 24 hrs notice to cancel or adjust the numbers in a booking is acceptable. All guests of The Ranch that cancel or adjust their tee time more than 24 hrs in advance will be thanked for booking responsibly and will be put in a draw to win free golf!! Those guests that fail to give 24 hrs notice will be told of our program and will be informed that had they given us proper notice they would have been entered into a draw for free golf.

Each month two of our guests that book responsibly will win a 4some with carts at The Ranch!! We are hopeful that this program will be effective in educating golfers in how to properly deal with any changes to their tee time and that The Ranch Golf and Country Club will be able to continue to offer our great product and service at the tremendous value we currently do for many years to come!!

Should you have any questions regarding this program, please feel free to contact me at any time at (780) 470-4700.

Murray McCourt
General Manager / Executive Golf Professional
The Ranch Golf and Country Club