



Greenfee365 initiates strategic partnership with EGTMA.

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The new International booking platform Greenfee365 recently entered the Spanish market and have experienced tremendous growth this autumn in joining golf clubs that want to sell their tee times in the platform. On a European level the company now aims to reach further on new markets and outside of Spain giving golf clubs a fresh alternative to complement their online sales.

The partnership with EGTMA is a strategic and important step in reaching golf clubs all over Europe through the EGTMA influencers eco-system.

Marcus Ekeberg, CEO & Co-founder, Greenfee365: "We are really excited about the partnership with EGTMA and what that could bring in the quest to reach golf influencers in the countries where EGTMA has reach. I have known Jo Maes for a few years and he has been a great support for us to reach where we have today in Spain. So the partnership with EGTMA is both strategic and long-term for Greenfee365. A partnership works both ways and we also hope to be able to give back as much as possible to EGTMA members in the various countries through our experience, knowledge and presence."

Jo Maes, President of the European Golf & Travel Media Association adds: "I have been involved professionally in the tee time business for many years now and rarely come I across a platform that really is technologically advanced such as greenfee365. We are excited to be partnering with them as this gives us access to their knowledge base which then feeds into our membership offering."

A holistic view on tee time bookings.

Starting in 2019, Greenfee365 will roll out the tee time booking platform to golfers worldwide through their advanced hyper-targeting analytics model for both international as domestic golfers. Parallel to assist golf clubs in selling more tee times more efficiently, the plan is also to expand Greenfee365's reach among golf clubs in other countries in Southern Europe. Simultaneously, we will also target courses in Northern as well as Central Europe.

About Greenfee365

Greenfee365, lead by Marcus Ekeberg, is a global performance-based golf sales and marketing hub where golf clubs can sell their tee times directly to golfers all around the world. Through advanced hyper-targeting we connect golf clubs with golfers in an easy to use booking platform. Golf clubs can easily start selling their tee time inventory live and connected through API to their tee sheet. All the golf club need to do is to decide times and prices to put in our smooth booking platform.



About the European Golf & Travel Media Association

Now heading into its 13th year, the EGTMA has grown out to be the 'go to' association to reach media influencers worldwide. EGTMA organises a number of media fam trips during the year and provides golf marketing and PR services to the golf industry.

Press contact Greenfee365

Marcus Ekeberg | CEO & Co-founder

E: marcus.ekeberg@greenfee365.com

M: 0046 708 10 57 66

W: www.greenfee365.com

Contact EGTMA

Jo Maes | President

E: jomaes@egtma.com

M: +44 7483 875 287

W: www egtma.com