

MARCH 10, 2021

**OPINION**

## Is There Anything the Golf Industry Can Still Learn from Hotels and Restaurants?

By Bryce Voisin, Director of Revenue, GolfBack

The distribution landscape for golf courses is not much different than the hotel industry. For the last 25 or so years, OTA's (online travel agencies) like Bookings.com or Expedia, have promised hotels distribution to a wider audience, in exchange for a handsome commission on each reservation sold. Overall, the hotel industry is far more advanced than the golf industry in how they analyze the impacts of OTA's on their business. Hotels are also far more advanced about in how they work to drive direct sales and minimize the impact of these OTA's. This hotel industry [article](#) on xotels.com describes what steps can be taken to mitigate the dependence on third-party OTA's. The same principles can be applied at the golf course level to minimize the impact of third-party tee-time aggregators... [READ MORE >>](#)



**SPOTLIGHT**

## How to Turn Your Welcome Mat into a Red Carpet

By Doug McPherson, Contributor, Golf Business

Linnet Carty may be the perfect person to help you make your course a more welcoming place. Why? When you hear her story about her first golf outing, it all makes sense. When she was in college, she had a crush on a guy. And as luck would have it, one of their professors invited them both to play... [READ MORE >>](#)

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- [Golf's surge continues with rounds played increasing again in January, per reports](#) (Golfweek)
- [Maulana Dotch Becomes First Black Woman PGA Member to Serve as a General Manager of a Golf Facility](#) (PGA of America)
- [Kathy Whitworth, golf's winningest player, has covered significant ground in helping grow the game she loves](#) (Golf.com)
- [First hint of spring has golfers hitting the links](#) (WSBT | Indiana)

**GOLF BUSINESS MAGAZINE MARCH/APRIL 2021**



### Zouhair Bellout Brings Morocco's Best to Georgia

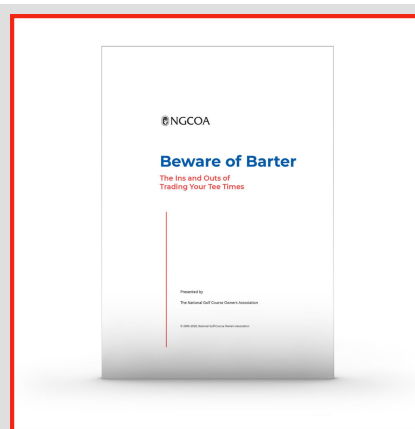
Sometimes sharing a little information leads you in directions you never imagined. As part of a "get to know your staff" campaign, the marketing department at the Creek Club in Georgia asked Executive Chef Zouhair Bellout to share a video about his background... [READ MORE >>](#)

### Forest Park Welcoming Fresh Faces

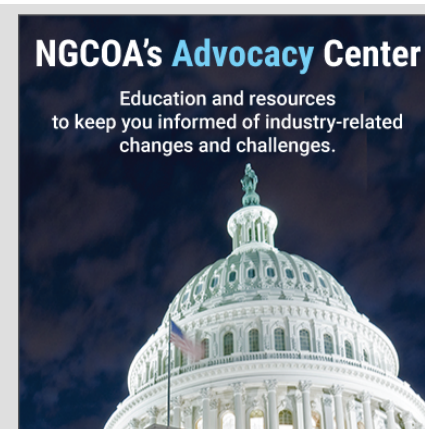
For much of the 20th century, Forest Park Country Club was one of the premier private golf and country clubs in Southwest Virginia, a symbol of success for the surrounding Martinsville-Henry County area that was world renowned for its furniture and textile/apparel manufacturing prowess... [READ MORE >>](#)



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