

PERFORMANCE GOLF MARKETING ALLIANCE

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AFFILIATE PARTNERS



Aspire Golf Consulting

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*We invite you to explore PGmA's services and attend our informative seminars. Please contact us to achieve success and profitability for your golf operations.*



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*"Let us drive your business"*  
—Peter J. Bonell, President

# MEET GOLF'S FOREMOST TRAVEL MARKETERS

TIMELY, UNBIASED AND EXPERT SERVICES TO A GLOBAL CLIENTELE

Led by Peter Bonell, PGmA brings together an experienced team and forward-thinking strategies to benefit the golf travel industry in the U.S.A. and worldwide. Our company provides consulting services for resorts, clubs and destinations around the world that want to streamline operations and maximize revenues. We also convene seminars internationally, where the best minds in the business share insights, trends and strategies.

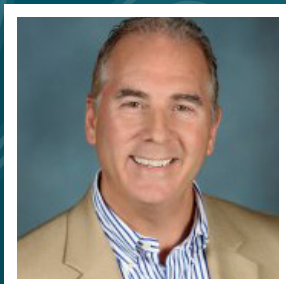
PGmA knows marketing is a business driver—and a necessity in new markets and highly competitive environments. Our Alliance Members and Affiliates hold the industry's highest accreditations and represent every pertinent discipline in the golf field. This talented team has the expertise to deliver results.

PGmA's marketing advisory services target specific needs to increase revenue streams. Our consulting services and customized products include:

## STRATEGIC GLOBAL MARKETING

Our international consulting services bring proven U.S. market expertise to draw American golfers to international destinations. A team of Alliance experts combines our P.A.R. with specific services for increasing brand awareness, rounds and visitation.

Meet PETER BONELL



## PERFORMANCE ASSESSMENT REPORTS (P.A.R.)

This three-day business review provides an objective and comprehensive assessment of golf operations and marketing programs, including what is working well and what can be improved, plus strategies for increasing revenue.

## CO-OP MARKETING PROGRAMS

Designed for regions or international destinations with golf as a primary tourist attraction, our programs promote incremental room nights/play at the participating resorts or venues within a destination.

## "BUSINESS OF GOLF TRAVEL" SEMINARS

Offered exclusively to industry leaders by invitation only, PGmA seminars provide a perceptive overview of the year ahead and include a complimentary copy of our proprietary annual publication, "Current Golf Industry Outlook."

## PRE-OPENING MARKETING STRATEGIES

For a stand-alone golf facility or one planned as part of a larger venture, PGmA's strategies will gain widespread visibility for your project. Let us assist you in turning your vision into reality, recruiting members and clients and maximizing your bottom line.

## CONSULTING SERVICES FOR PRIVATE CLUBS

PGmA specializes in assisting clubs to maximize revenue from assets that are typically underutilized. We audit all operations from the perspective of current industry best practices, including positioning/branding, membership, partnerships, catering, restaurants, retail, collateral and website.

Peter has more than 30 years of award-winning golf marketing experience. He has held executive-level marketing positions with such renowned golf resorts as The Broadmoor, Hershey, Colonial Williamsburg and Ginn Resorts. Peter has worked closely with the game's most prestigious brands and events, creating partnerships with the PGA, LPGA, Champions Tour, USGA, AJGA, NCAA and Nationwide Tour. As President of PGmA, Peter has assembled and directs a team whose talent will change the paradigm by which golf travel is measured.