



CASE STUDY

The Els Club Dubai



Tom Rourke
GENERAL MANAGER



Q | How long have you been working with “FORE” Business?

We have been working with “FORE” for many years and regularly have 20+ senior executives networking and playing golf together.

Q | What benefits to your golf club are there in hosting a “FORE” Business monthly event?

There are many benefits in hosting a “FORE” Business Monthly Event. This is an opportunity to showcase your golf club to high net worth individuals who are your ideal target market to potentially join the club or become a regular visiting guest. The networking takes place, before, during and after the round giving supplementary spend to the golf club and introduces your food and beverage offering to the group. Social Media posts take place on the day which receive considerable interaction with other like minded senior executives and business owners.

Q | Should other golf clubs consider hosting a “FORE” Business group and why?

I would highly recommend other golf clubs hosting a “FORE” Business Group event. It is not only about the executives playing your golf course on the day it's the association and the supplementary marketing benefits after the event which really add tangible value.

Q | Is the communication between “FORE” Business HQ and your team good?

The communication is incredibly smooth, timely and clear. You are working with experienced golfers and business people who understand the importance of good communication and the team are experience and manage their requirements very well.

Q | Is there anything you would like to add for future consideration?

We would like to see the number of participants playing in the group continue to grow creating a community of like minded individuals coming together to create further success in their field.