



Case Study: PEI's Finest Golf

Engage your customers with ScreenScape

PEI's Finest Golf improves pro shop sales and increases communication with members.

On the Island, a family golf vacation is not a contradiction in terms; it is entirely possible to enjoy a round of golf and include the kids, especially at some of the excellent nine-hole courses on the Island. Prince Edward Island is widely considered Canada's number one golf destination; probably because you can find yourself the perfect golf vacation – whatever your interest, skill level or budget.

PEI's Finest Golf consists of the four finest golf courses on PEI; Brudenell River, Dundarave, Mill River, and The Links at Crowbush Cove.

We take pride in our course's excellent condition and our service team's welcoming island hospitality. PEI's Finest Golf offers you the best golfing value; our green fees always include complimentary practice balls, pull carts, and yardage books.

“Increased communication with members and guests is one of the key benefits, but we are also starting to see some improved sales within the pro shops when specials are promoted on the screens.”
- Kent Hudson, Marketing Coordinator, PEI's Finest Golf

In what place or places are your screens?

We have the screens located behind the pro shop counter in our three golf facilities (four courses). Our four courses are The Links at Crowbush Cove, Dundarave Golf Course, Brudenell River Golf Course and Mill River Golf Course. All facilities are located in Prince Edward Island, Canada.

What kind of messaging is generally on the screens?

We use the screens for a variety of messaging. For the most part we use it as a communication tool to engage our visitors and members. Special offers and promotions are displayed to increase pro shop sales at the point of sale.

We promote our sister properties, along with some key supplier partners, including key accommodation providers.

What are the main benefits you are seeing from using place-based media?

Increased communication with members and guests is one of the key benefits, but we are also starting to see some improved sales within the pro shops when specials are promoted on the screens. In addition, the promotion of special events and activities is much improved with the inclusion of content on the screens.

What do you like about ScreenScape as a technology?

Hands down, I like the ease of use. The ability to make changes instantaneously in a very user friendly format is ideal. No programming experience is necessary... ScreenScape is very easy to work with.

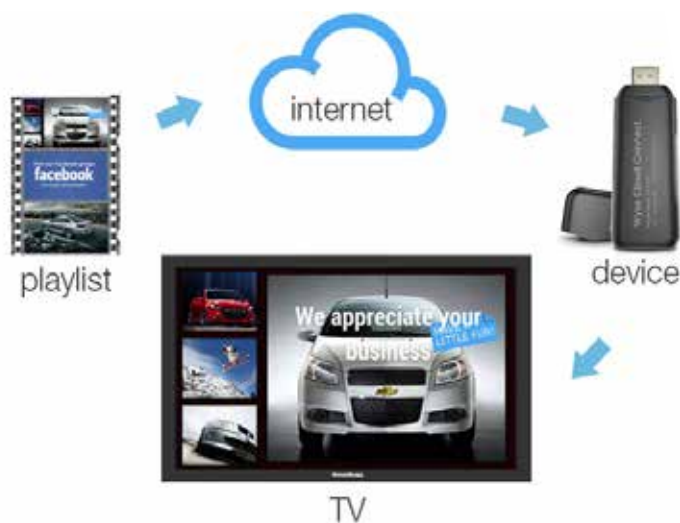
How was the experience of working with ScreenScape?

ScreenScape is great to work with. From start to finish, they are always there to assist with any questions we have had.

What are your future plans for place-based media?

We plan on continuing to use ScreenScape as a way to engage with our clients. We may try to work more with our suppliers to provide special offers for members and guests, while also increasing the amount of content to provide a higher level of engagement for our visitors.

Engage your customers with ScreenScape



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