

59club VENUE SPOTLIGHT

59club taking golf clubs to new heights

Set in the picturesque foothills of the eastern Algarve lies Monte Rei Golf Resort, widely recognised as one of the best venues in Europe and currently ranked number one golf resort in Portugal.

This success story has largely been formed by a succession of impressive managerial individuals, currently led by a highly ambitious Director of Golf, Darren Griffiths, who took the reins from David Shepherd, current CEO at The Scandinavian Golf Club. At the heart of both venues tactical positioning lies 59club, the leading specialist customer service & sales analysts and training provider, playing a critical role in providing increased opportunities to build revenue as a result of improved sales and service provision.



Darren Griffiths, Director of Golf

Griffiths started out as a playing professional back in his hometown of Llanelli. He always collected statistics on his golf to help make smart decisions, and this is still true today working in golf management. In 2010 at Carmarthen Golf Club with ever increasing financial demands, he was targeted on improving visitor revenue, so he partnered with 59club. Through the mystery shopper service data, he was able to elevate the customer experience to separate the club from the competition. **As a result, he was able to triple their visitor revenue in just three years.**

Darren's success was widely recognised amongst elite circles during his time at Carmarthen, when he was personally shortlisted for three of the 59club Sales and Service Excellence Awards at the 2014 ceremony, elevating his profile to rival some of the world's leading golf managers.

Thirst for progression and a growing global network elevated by 59club, saw Darren take command at Monte Rei, where service standards and customer experience are imperative to the brand; therefore, 59club's benchmarking tools are essential when monitoring the team's performance.

Commenting on their longstanding relationship with 59club, Darren said: **"We have seen an increase of 50% in visitor numbers over the last four years and standards have to be**



Jack Nicklaus North – 9th hole



Monte Rei 2014



Jack Nicklaus North – 13th and 14th holes

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maintained. We have a minimum of 15 client touch points during the golf visitor journey that have to be delivered at the highest level.”

These stats are not uncommon in top resorts - not only can Darren monitor his team's delivery of these touch points to his high standards, 59club also provides data on how Monte Rei compares to their chosen competitors, the best performing venues and the industry average across all analysis. The realisation is simple - when you're aiming to be the best at what you do, feedback on performance is imperative.

Griffiths continued: **"After 30 years in the golf business I feel there has never been a more important time to listen to your clients, and 59club help us achieve that. Client expectations grow year-on-year and we have to match their expectations at Monte Rei, and wherever possible surpass them."**

Specialising in Golf, Leisure, Spa, F&B and Hotels - your regional 59club representative is waiting to discuss your needs and build a clear strategy for you to advance.



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