

Greenfee Outlet becomes Greenfee Now – a clearer channel for filling late tee times on the club's own terms

Greenfee Outlet changes name to Greenfee Now. The name change marks the next step in the development of the service and clarifies its purpose: to help golf clubs fill late and hard-to-sell tee times – without losing control over price, brand or booking flow.

– We have a lot going on and this is a first important step. With the new name, we clarify exactly what the service is about: the right offer, here and now. It should be easy for clubs to use – and completely free to join, says Mikael Lindo, CEO of Greenfee Now.

How Greenfee Now works

Greenfee Now is a complementary booking channel that helps clubs sell tee times that otherwise risk being empty. The service does not replace existing booking systems such as GIT or Sweetspot, but acts as an additional sales channel for golfers who want to play soon.

This means that:

- The club continues to take bookings through its regular channels
- Members book as before – no new procedures are required
- The club chooses which times are exposed with the offer

The club owns the discount

Many green fee arrangements are based on standardized discount structures, which can mean limited control over pricing and revenue optimization.

In Greenfee Now, the club sets the terms. Discounts are governed by their own rules – without mandatory discount steps or fixed arrangements. This makes it possible to work strategically with occupancy and revenue, without discounts affecting the wrong times.

For example, the club can:

- Control discount by season, day of the week and time
- Adjust price according to number of available spots in the ball
- Choose whether booking should be possible on the same day and/or the day before
- Exclude prime time and target offers towards low demand times

The discount becomes a policy instrument – not a standard solution.

Built for same-day behavior

The majority of bookings are made on the same day. Greenfee Now is therefore designed for the golfer's "play now" logic, while the club retains full control over calendar and pricing.

The next phase of development

The service builds on the feedback and insights received from affiliated clubs.

– The response from both clubs and golfers has been crucial in the development. Interest is growing and we clearly see that the need for a controlled, flexible supplement channel is great. Now we are scaling up the initiative, says Mikael Lindo.

Easy to get started

It takes about five minutes to activate the service. The club can start with a proposed discount structure and then continuously optimize via a simple interface.

Bookings made via Greenfee Now are non-refundable, which reduces the risk of no-shows and fraudulent bookings.

Free to try

Greenfee Now is free to join. The club can evaluate the effect on occupancy and revenue without commitment or long starting distances.

For more information

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About Greenfee Now

Greenfee Now is owned by Caddies Europe AB, a long-term owner and developer of golf businesses. The group owns and operates 30 golf courses and has more than 100,000 golfers and over 300 golf facilities as customers through its group companies. Caddies Europe combines operational expertise, capital and innovation to develop profitable golf businesses and create long-term value. The group has an annual turnover of approximately SEK 300 million.