



THE GAYLORD GOLF MECCA PARTNERS WITH GOLFSWITCH TECHNOLOGY

GolfSwitch to provide online tee-times and packaging for the top golf destination

Gaylord, MI - The Gaylord Golf Mecca, now in its 20th year as a top golfing destination is pleased to announce its' partnership with GolfSwitch, a real-time golf and vacation booking system. This new technology will provide online tee-time and vacation package bookings to the 21 member golf properties and lodging facilities.

“Our partnership with GolfSwitch will open up many new avenues for increased business opportunities throughout the United States” commented Paul Beachnau, Executive Director of the Gaylord Area Convention and Tourism Bureau. “This fits within our long range plan and will allow us to be a leader among golf destinations”, he added.

GolfSwitch, founded in 1998, is widely recognized as the industry leader for online tee-time marketing and distribution services. GolfSwitch was selected in part because of their open architecture, allowing golf courses of the Gaylord Golf Mecca to communicate, interact and respond to customers and business partners in real time, 24-7 environment. The system has created new, real-time marketing and distribution channels for the golf courses and most importantly, new, more efficient ways for consumers to find and book tee times, anywhere, anytime.

“We are extremely pleased to have been selected by the Gaylord Golf Mecca as their online technology partner, and we look forward to working with their member properties to help increase rounds, room nights and revenues”, said Pat Damer— GolfSwitch Regional Sales Manager.

“The Gaylord Golf Mecca is the first major Midwest golf destination to join the GolfSwitch Network and we believe that they will capitalize not only on our in-state distribution channels but on our distribution channels in Chicago, Indianapolis and Cincinnati”, stated Damer.

GolfSwitch has provided the golf and lodging properties of the Gaylord Golf Mecca with a full-range of technology and service solutions; this includes Web-Pro, a private-label, browser based booking engine for the courses own website, Direct Access, a Windows® based software program that enables hotels, reservation

centers, and travel professionals to access and book real-time tee times at multiple courses simultaneously. The technology also includes the Vacation Packaging engine where consumers can book all the details of their Gaylord Golf Mecca golf package in an on-line, real-time, secure environment.

In addition to the Gaylord Golf Mecca, GolfSwitch provides similar services to major destinations around the globe including, Las Vegas, Scottsdale/Phoenix, Palm Springs, Orlando, British Columbia, and Prince Edward Island. GolfSwitch is headquartered in Scottsdale, Arizona. For more information visit www.golfswitch.com.

The Gaylord Golf Mecca offers something for everyone — world class resort destinations, high-quality public courses, fine and casual dining, and quaint inns. It's an experience golfers of all skills and tastes can enjoy.

The Gaylord Golf Mecca is a coalition of 21 golf courses working together to promote the Gaylord Area as one of the top golf destinations in the country. The Mecca is a division of the Gaylord Area Convention and Tourism Bureau formed in 1987.

For more information or to get copies of the new logo for story inclusion please call (800) 345-8621 and visit www.gaylordgolfmecca.com.