



# Vancouver Board of Parks and Recreation

**VanGolf App**

**March 10, 2014**

Visit the Park Board website at: [vancouverparks.ca](http://vancouverparks.ca)



## Why an APP?

- Engage customers in a new way through their cell phones.
- Yield management - the App features the ability to “Push” out specials and messaging to the users allowing us to fill soft periods or timeslots.
- Enhanced features including access to last minute bookings, mobile booking, GPS, scorekeeping, live leaderboards and ability to upload scores to social media broadening our customer reach.
- Supports our Strategic Framework by creating improved communication and engagement, maximizing fiscal resources and proactive service planning and delivery.

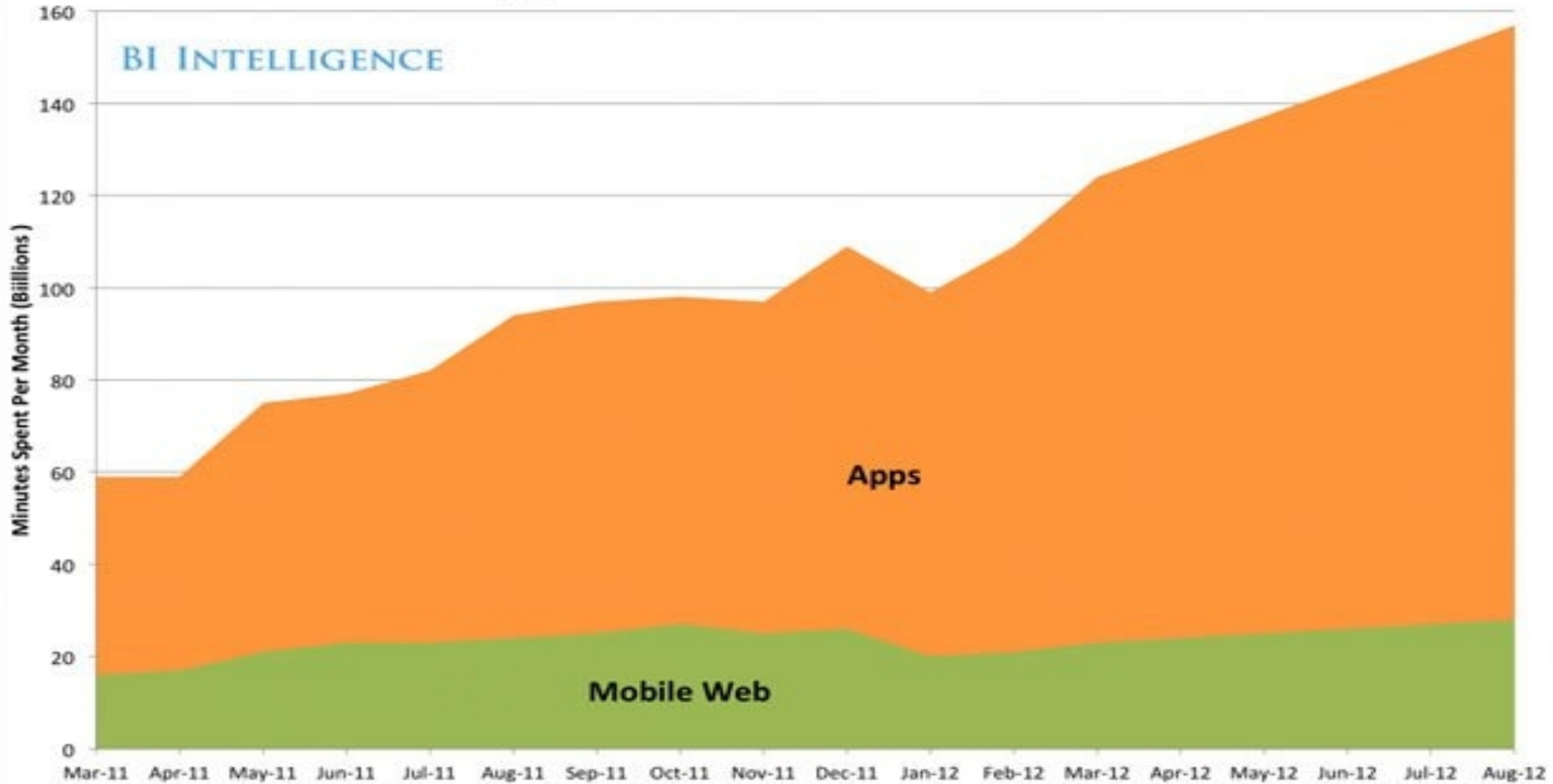
# How are customers using mobile Apps?

Silicon Alley Insider



Chart of the Day

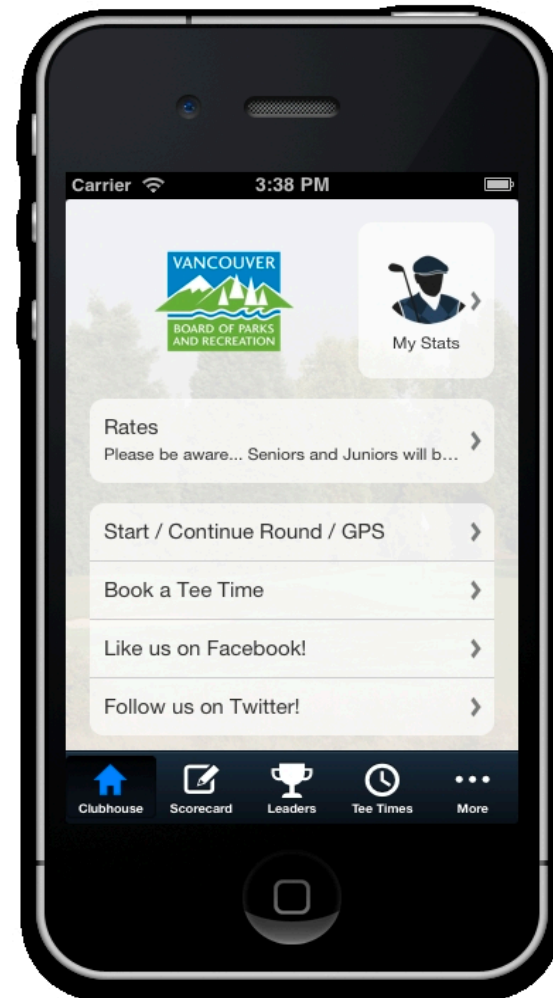
## Total Mobile App And Web Duration On Android And iOS



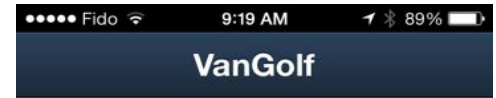
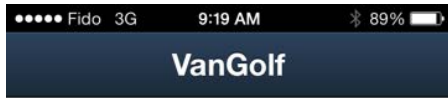
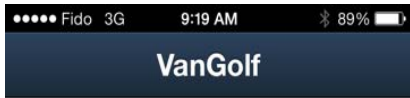
Source: Nielsen Smartphone Analytics



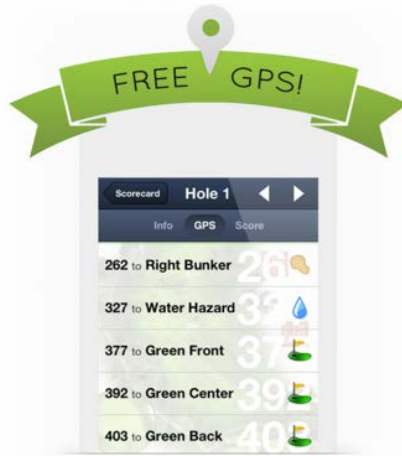
# Our App!



# App Features



Automatically track your scoring statistics.



Get GPS distances on every hole.



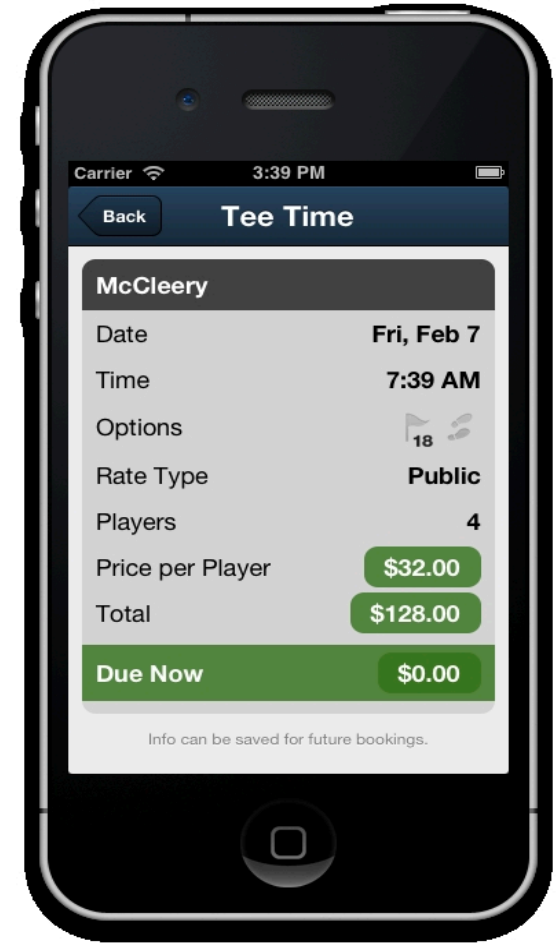
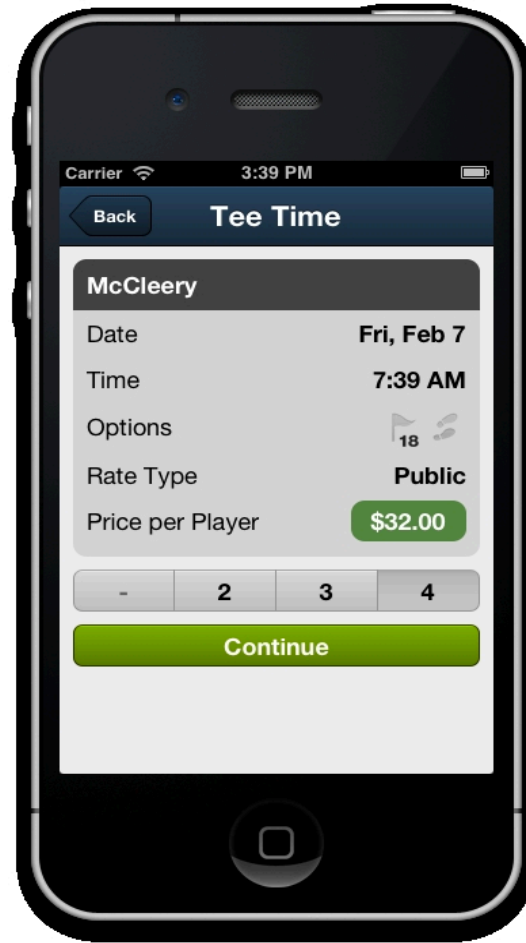
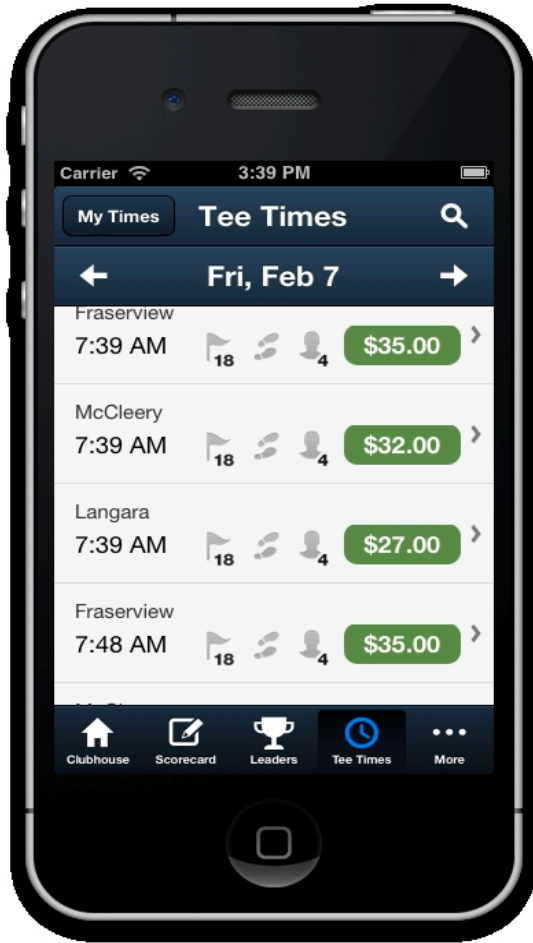
Follow your friends on the Live Leaderboard.



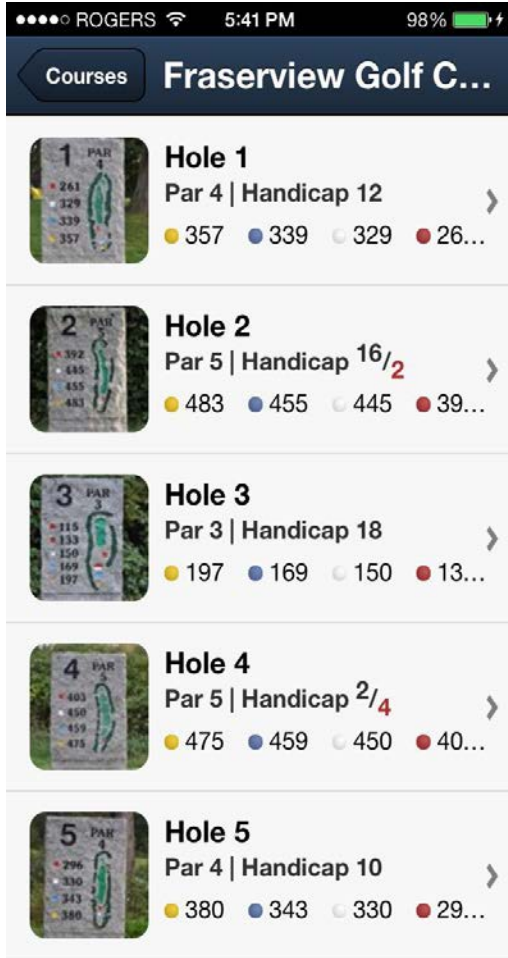
Book a tee time from anywhere, anytime, right on your smart phone.



# Booking Tee Times through the App!



# Enhanced User Experience



Hole by hole yardage



Pro tips for each hole



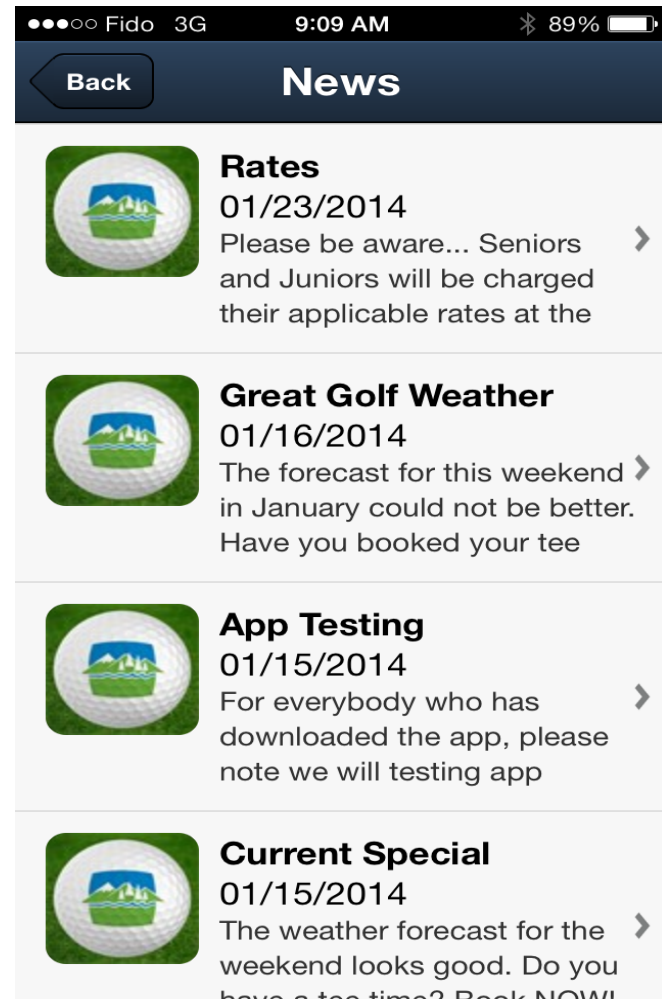
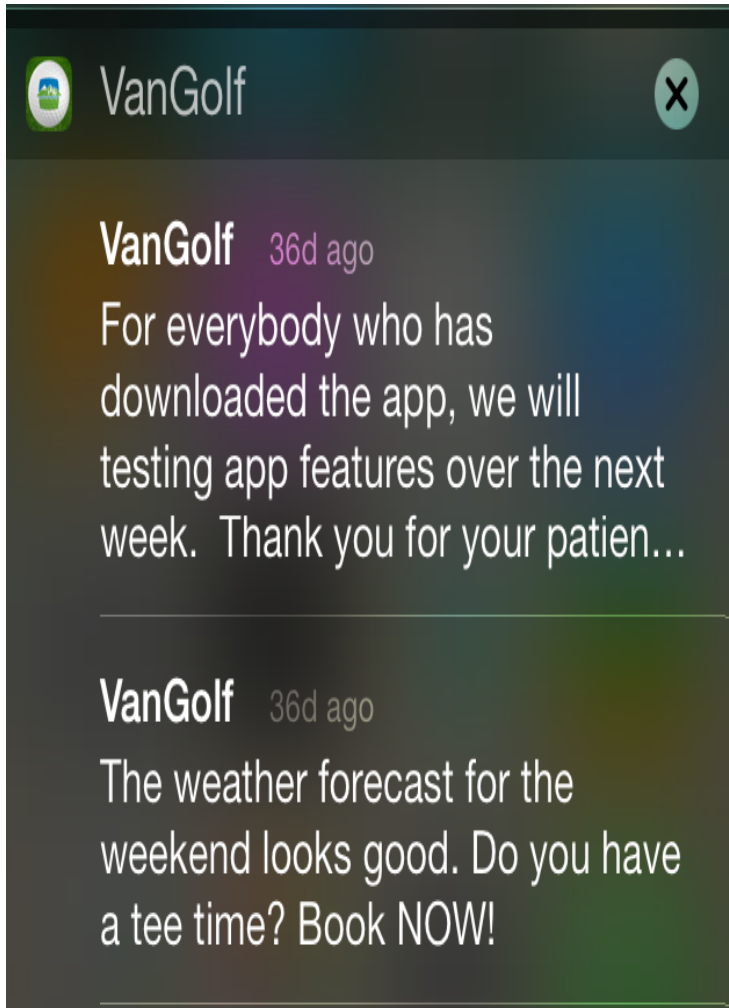
Digital Scorekeeping

# Social Media - Accessing New Customers





# Push Notifications





## Testimonials

*“The ease in which our customers can book a tee time from anywhere with their phone is invaluable. The on-course GPS feature has improved our pace of play and immediate social media accessibility has and will continue to improve our bottom line.”*

Gary Nedergard, GM of Northlands Golf Course

*“We look forward to using more Gallus Golf App functions by promoting the Facebook integration and sending out rate specials with the push notification. We certainly receive great value for what we pay.”*

Slade King, Owner of Heather Glen Golf Course,  
The Links of Glen Eagles, & Blue Devil Golf Course  
- utilizing the Gallus Golf Mobile App

