

IN-STORE

Turnberry Isle Miami targets male travelers with \$100K golf package

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By JOE MCCARTHY

Luxury golf resort Turnberry Isle Miami is aiming to entice large groups of male travelers with an "Ultimate Guys' Golf Weekend" package that is priced at \$100,000.

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Luxury Daily

The resort encourages consumers to come in groups of 20, which rounds the price to \$5,000 per person. This package is likely to target men who are looking for a high-end golfing experience with a group of friends.

"There are very few private luxury golf courses in south Florida and ultimately there is no other all-encompassing package such as this on the market," said Carrie Ruiz, director of golf and travel industry sales for [Turnberry Isle Miami](#), Miami.

"Turnberry Isle Miami is making a concerted effort to grow group package business," she said. "Due to the resort's array of world-class amenities, we are able to create one-stop-shop luxury packages such as this Ultimate Guys Golf Weekend.

"This package in particular is focused on golf, but also entices larger groups to book a visit to the property."

Bring the office

The personalized golf amenities include profession fitted Scotty Cameron Putters and customized MyJoys Golf Shoes. Daily rounds of golf will be played at the resort's two 18-hole Raymond Floyd-designed courses.

Players receive professional tournament scoring, walking caddies and lockers personalized with nameplates. Guests can also relax after with complimentary spa treatments, courtesy of Turnberry Isle Miami's spa and fitness center.



Turnberry Isle Miami

On the first day, a reception with cocktails and small plates will be hosted in the presidential suite.

The second day brings guests to the golf course after breakfast for the first round of golf. In the afternoon, lunch is served in Cascata Grill followed by deep tissue massages. A chauffeured limo will bring the party to the Fontainebleau's LIV Nightclub after dinner with VIP accommodations.

After the third day's "Recovery Breakfast" another round of golf is scheduled. In the afternoon, guests are encouraged to explore and take advantage of Turnberry Isle Miami's resort facilities, including tennis instruction or relax at the Laguna Pool, Cascata Pool or Turnberry Isle's private Beach Club.



Turnberry Isle Miami

For the fourth and final day, guests will play their final round of golf followed by an awards ceremony.

Rates start at \$5,000 per guest with a minimum of 20 individuals.

The more the merrier

Finding ways to leverage the closeness of tight-knit groups can help brands foster loyalty. Other brands have initiated similar offers.

For instance, Jaguar Land Rover is collaborating with private club operator ClubCorp to host a series of events throughout the United States to boost brand awareness among ClubCorp members.

The “A Night of Luxury” events will give ClubCorp members an opportunity to drive the latest Jaguar and Land Rover models while enjoying other activities. Stoking new and old business connections with effusive evenings outside of a typical sales environment is an effective way to raise brand loyalty and boost sales ([see story](#)).

Similarly, retailer Barneys New York is partnering with vacation and travel club Exclusive Resorts to host private in-store shopping experiences for club members.

Through the “Locked In” events, club members will be able to participate in a number of exclusive in-store events at Barneys locations around the country. Barneys and Exclusive Resorts are likely to benefit from this partnership since both brands target similar consumers ([see story](#)).

As with any new venture, the most straightforward meter for success is traffic.

"Turnberry Isle Miami has seen quite an increase in male consumers in the past year," Ms. Ruiz said.

"In fact, so far in 2013 the resort has more than doubled golf package sales compared to 2012's total sales, and it's only August," she said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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