



## **2025 Marketing Report**

As another season draws to a close, we want to take a moment to thank you, our members, for your continued support and enthusiasm throughout 2025. It's been a year of exciting growth, new initiatives, and proud milestones for Seaton Carew Golf Club. Together, we've continued to enhance the experience for visitors and members alike, strengthen our reputation nationally and internationally, and ensure that our club's story is shared far and wide.

This report offers a look back at some of the key highlights, successes, and developments from the past 12 months. It's a celebration of what we've achieved together, and a glimpse into the opportunities ahead.

### **Overview**

2025 has been a year defined by momentum and maturity. We refined how we communicate, how we price, and how we present ourselves to the world, all with the aim of positioning Seaton Carew as one of the best-value links golf destinations in the country. Demand remained steady throughout the year, supported by a strong digital presence, enhanced booking systems, and targeted campaigns designed to convert interest into bookings.

### **Highlights of 2025**

- Ranked #2 in England for value-for-money by National Club Golfer, effectively making Seaton Carew the best value-for-money links course in the country.
- Climbed to #41 in NCG's 'Top 100 Courses in England.'
- Secured inclusion in Today's Golfer 'Top 100 Courses in GB&I.'
- Hosted the inaugural North England Women's Amateur Championship (WAGR).
- Launched a brand-new website and simplified booking systems.
- Brought dynamic pricing in-house to improve yield and control.
- Welcomed influential golf bloggers and media to the course, expanding our reach.

- Reintroduced selective print advertising while strengthening social media impact.

## **Rising in the Rankings**

One of the standout achievements this year has been our continued ascent in independent rankings. We're proud to have been recognised as the #2 value-for-money course in England, the best-ranked links course in that category, while also rising to #41 in National Club Golfer's prestigious Top 100 list. These accolades are a direct reflection of the quality of our course, the work of our amazing greenkeeping team, and the welcoming experience our staff offer every visitor.

## **Events and New Opportunities**

2025 also saw the successful launch of the North England Women's Amateur Championship, a 54-hole World Ranking event held across Seaton Carew and Goswick. Backed by sponsorship from Plastic Processing Ltd, the event was fully underwritten allowing the Club to retain green fee revenue and strengthen its profile on the amateur circuit.

Our open competitions continued to thrive, with many selling out well in advance and our fantastic volunteer starters once again played a key role in delivering a first-class experience to competitors and visitors alike.

The list of top-quality courses offering our members discounted rates continues to grow with the latest addition being the prestigious Royal Adelaide Golf Club in Australia. We will continue to evaluate the reciprocal courses and try to find others of a similar or even higher standard.

## **Digital Growth and Communication**

We launched a completely new website this year, improving how visitors discover and book with us. The move from ClubV1 to BRS, including the transition from Loyalty Cards to BRS Wallets, made the booking journey simpler and more intuitive for members. Meanwhile, our social media strategy continued to evolve, with regular high-quality content produced by Cookie Jar Golf keeping us top of mind for golfers across the UK and Europe.

## **Looking Ahead to 2026**

As we look to the year ahead, our focus will remain on building upon this momentum, driving yield, expanding our reach into new markets, and enhancing the

visitor experience while protecting the value of membership. We'll continue to refine pricing, develop new partnerships, and leverage our growing reputation to ensure Seaton Carew remains not just a great links course, but one of the most desirable golf destinations in the country.

### **Thank You**

Finally, my thanks to Club Manager, Alex Shaw, for his continuing support with the Club's marketing and a heartfelt thank you to all of our members for your ongoing support. It is your passion, loyalty, and pride in Seaton Carew Golf Club that continues to drive everything we do. We look forward to sharing another successful year with you in 2026.

Roy Leonard

Chairman of Marketing