



GOLF AT GOODWOOD

Goodwood wins Golf Club of the Year

Golf At Goodwood has won the Golf Club of the Year award at the 2016 Hospitality Social Media Awards, held at the Principal Hotel, Manchester, on 23 November.

The Hospitality Social Media Awards celebrate the most media-minded outlets, from hotels and restaurants to pubs and sports clubs and are judged by professionals from the world of marketing and communication.

Goodwood was up against a number of top clubs to be nominated such as Windlesham, Close House, Farleigh Golf Club and the London Golf Club. The award was jointly shared with Farleigh Golf Club.

The judges were impressed with the way that Goodwood uses Twitter and Facebook to engage with the audience and keep people up to date with all news and developments at the club, as well as the tips and advice videos that are regularly posted on Instagram.

Stuart Gillett, Golf At Goodwood General Manager, said; "Winning this award is testament to the great work that our team has done in creating an online community for Golf At Goodwood. I'd like to give particular praise to my whole team who have all had an input in ensuring that we have used social media as a platform to tell our story. Our marketing team have been able to utilise the social media platform to create commercially successful initiatives for our business. I firmly believe the work done in 2016 has been instrumental in us having another record year at Golf At Goodwood."

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For more information on Golf At Goodwood, please visit www.goodwood.com/sports/golf or call the Golf team on 01243 755144.

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