

Sports & Entertainment Promotions, Unlimited

Pricing Unit Apprentice Task 3

Your Role

You are an Intern for Sports and Entertainment Promotions Unlimited (SEPU), a company devoted to serving the needs of its clients who include college, university and professional sports teams, sporting events and sports arenas and associated industries.

Situation

Kissimmee Bay Resort and Golf Course is a new golf resort in Kissimmee, Florida, and it would like SEPU to help market its facility and determine its pricing structure for some of its key amenities. The resort features two 72 par 18-hole championship golf courses with rolling hills. Additional amenities include:

- A comprehensive practice facility with a driving range and areas to practice putting, chipping and sand bunker shots.
- A pro shop is stocked with golf apparel, equipment and accessories
- A gift shop offers apparel, collectibles, resort logo items and personal sundries.
- There are three restaurants in the resort: formal, casual and a snack bar.
- The hotel has 250 rooms and suites and 12 conference rooms for meetings and gatherings. There are two swimming pools, and ten tennis courts
- A health spa offering fitness equipment, classes, trainers as well as other personal services such as massages and facials.

Assignment

- Your supervisor wants you to determine the rates for hotel accommodations, golf green fees and health spa services (massages and facials).
- Separate seasonal rates for each of these should be established.
- Design at least two comprehensive golf packages that include breakfast, greens fees, admission to the spa and any other special features you wish to add.

Research

There are three competitors with whom the client wishes to directly compete. They are:

Grand Cypress Golf Resort, Orlando, FL

<http://www.grandcypress.com/>

Shell Vacations Hospitality, Phoenix, AZ

<http://www.shellhospitality.com/index.html>

Doral Desert Princess Resort – Palm Springs, CA

<http://www.doralpalm Springs.com/>

Presentation

You will design a presentation using PowerPoint.

Also, consult the resources given throughout the unit including PowerPoint presentation.

Components of the Presentation

The presentation should include the following:

- ❖ General background on golf resorts and recreation and trends in the industry be sure to utilize all resources; consider *Golf Digest* or other magazines)
- ❖ Pricing principles
 - Suggested pricing objectives for client
 - Estimate the costs for hotel accommodations, golf green fees and health spa services (massages and facials)
 - Estimated demand
- ❖ Competition
 - Prices of hotel rooms, golf greens and cart fees and spa fees for each competitor
 - Brief profile of competitors listed above
 - Pricing plan to meet competition
- ❖ Appropriate pricing strategies and techniques
 - Client's image
 - Skimming vs. penetration pricing
 - Use of psychological pricing techniques
- ❖ Suggested price structure and rationale (explain why you chose the prices you did)
 - Rates for hotel accommodations (consider separate rates for fall, winter and spring; **MUST** include separate rates for single and double occupancy)
 - Rates for golf greens fees and cart fees
 - Rates for spa facilities (massages and facials)
 - Packages for sports enthusiasts or other consumer groups