



**CASE STUDY:**

# INNISBROOK RESORT CLUB

## SPORTS MARKETING- GOLF PROMOTION CAMPAIGN

Sports tourism can be on a micro level as well. For Innisbrook, we created economic impact for the resort and county by developing the “Perfect Foursome”, a 4-course, 4-night, 4-dinner getaway, partnering with *GolfStyles*, *GolfWeek*, American Express and multiple transportation partners for true sports marketing through product development.



**Innisbrook**  
RESORT AND GOLF CLUB



### INDUSTRY

HOTELS  
SPORTS TOURISM  
TRAVEL & TOURISM



### AUDIENCE

GOLF PLAYERS  
OFF-SEASON TRAVELERS  
FLY MARKET  
SMALL GROUP GETAWAYS



### CATEGORY/TACTICS

GEOTARGETING  
PPC CAMPAIGN  
SOCIAL MEDIA MARKETING  
DIRECT MAIL  
PARTNERSHIP CAMPAIGN  
DIGITAL MARKETING  
& REPORTING

## CASE STUDY: INNISBROOK RESORT CLUB



Website



## IDEAS.

Nestled on 900 acres of Florida's pristine Gulf Coast, Innisbrook Resort and Golf Club in Palm Harbor, Florida is one of America's premier golf destinations. Additionally, this fantastic resort is also a "sweet spot" for truly memorable family vacations, special events and inspirational group meetings.

When this promotion was created, two nationwide surveys agreed Americans are taking a hard look at vacation costs. As the dollar continued to weaken and the economy went into a slump, the market began to alter often long-standing vacation plans.

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### Direct Mail



Working with guest survey cards and our merchant services account, our research showed there were certain areas of the country that presented a higher propensity to travel to Florida during the off-season. In particular, we found those living in the Midwest often booked trips during the colder months down to sunny Florida, where mild temperatures make outdoor activities a possibility year-round, including golfing.

With four golf courses on the Innisbrook property, typically played on by groups of four players, the idea for the Perfect Foursome promotion quickly took shape—four nights, four days of golfing and countless memories to be made.

Our research, working with guest survey cards and our merchant services account, showed there were certain areas of the country that presented a higher propensity to travel to Tampa, specifically Innisbrook and, while visiting, they played golf. Innisbrook has four courses and golfers typically play with four players, inspiring our Perfect Foursome promotion.

Utilizing gee-targeted magazines, such as *GolfStyles*, online graphical and behavioral targeted PPC, social media messaging and working with our client *GolfWeek* magazine for special geo-targeted inserts and emails, we reached out to the Midwest, offering multiple price-point co-op experiences.

#### **Packages included:**

- Round of golf for each night of stay
- Spacious suite
- Club storage
- Practice range
- Dinner
- Visit to an area attraction

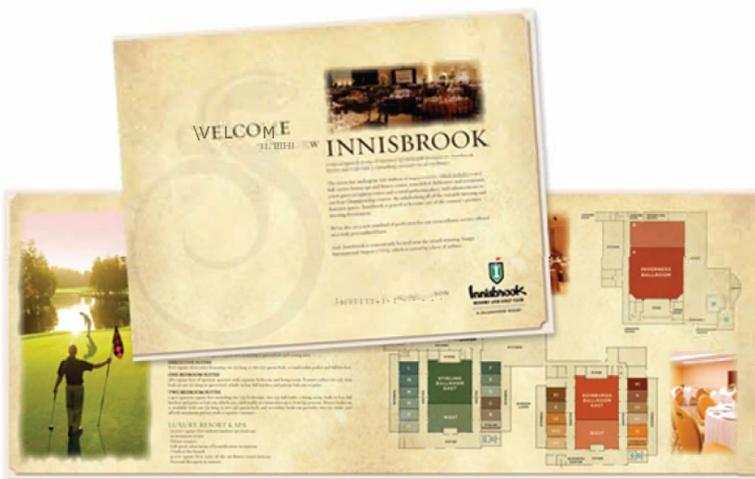
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Print Ad



Print Collateral



Print Collateral



## RESULTS.

The Perfect Foursome campaign is now an annual shoulder-season promotion, targeting Midwest golfers during a time of year that's too cold for golfing there, but the USP of Florida golf and hospitality is "on par." With a modest budget of less than \$25,000, the Perfect Foursome promotion generated:

1,500

inquiries

800

room nights

1,200

rounds of golf

\$200K

in new revenue

## KEY TAKEAWAYS

Innisbrook Resort's "Perfect Foursome" campaign illustrates how strategic product development and targeted marketing can transform seasonal challenges into opportunities for growth. By leveraging research-driven insights and geo-targeted outreach, evok helped Innisbrook attract Midwest golfers during Florida's shoulder season, increasing occupancy and driving significant new revenue. Through creative partnerships, customized promotional packages, and precision targeting, the campaign successfully positioned Innisbrook as both a premier golf destination and a year-round resort experience. This initiative demonstrates the power of combining audience insights with tailored messaging to achieve measurable results in sports tourism marketing.