

FOUR SUCCESSFUL OPEN HOUSES



Our four Open House Days were incredibly successful. We had a total of **88 visitors** join us on the Greens for an introduction to bowling. Of those 88, 53 signed up for lessons and to date 28 have joined the Club, with hopefully more to come as they finish their lessons. Kudos to everyone, starting with Advertising (select **Breakdown** to see the most effective advertising), our Coaches and ALL the members who showed up to help with our many visitors. Great job everyone!! Our total members registered to date is 143 of returning, new, and social members, working towards 150, lessons are still in progress.

88 OPEN HOUSE VISITORS:

Sent out 76 emails to people that gave emails address at Open House:

- 40 people have signed up for lessons
- 8 people through the website reached out for information about lessons
- 24 have signed up or have booked sign up time

Lessons are continuing so the numbers should increase.

ADVERTISING BREAKDOWN:

Thank you, Kim, for collecting the data from our visitors which has enabled us to see which form of advertising is the most effective.

Due to our members enthusiasm for the game, they brought in a total of 33 visitors!!

From the Advertising that John and Georgie did we had a total of 31 visitors.
Interesting statistics.

TC:	11
Gazette:	16
Seniors Newsletter:	2
Saanich News:	1
Quality Foods:	1
Arnie:	2
Judy and Steve:	2
Doug H:	2
Brenda T:	2
Torbin:	1
Keith B:	2
Irma:	13
Sandi D:	4
Cathy R:	1
John P:	2
Word of Mouth:	3
Website:	2 (And that has increased now because we are directing so many people to it)