



Republic of the Philippines
Tourism Infrastructure & Enterprise Zone Authority

MEMO FOR : THE ASSISTANT CHIEF OPERATING OFFICER
Assets Management Sector

FROM : THE MANAGER
Business Development Department

THE MANAGER
Operations Department

SUBJECT : LADIES NIGHT GOLF AT CLUB INTRAMUROS GOLF COURSE

DATE : 30 June 2021

Relative to the re-opening of night golf at Club Intramuros Golf Course (CIGC), the Business Development Department (BuDD) and Operations Department (OPED) are proposing a Ladies Night Golf promo.

The campaign aims to entice lady golfers (local and foreign) to play at Club Intramuros Golf Course by offering a 50% off on green fees as an introductory promo rate and eventually target this market to play regularly at CIGC. It also seeks to increase the number of players on Wednesdays which recorded the lowest turnout of golfers based on the 2019 and 2020 CIGC data.

In view of the above, may we respectfully recommend the Ladies Night Golf promo campaign for CIGC. The 50% promo expense shall be chargeable to the BuDD budget.



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Terms and conditions:

1. Open to local and foreign lady players.
2. Applicable to night golf green fees only.
3. Promo period is from July 21 - August 31, 2021, every Wednesday only.
4. The promo rate shall not be used in conjunction with other discounts and privileges.
5. Prior reservation is required. Tee-off is from 3:30 pm to 7:00 pm.

For your consideration and approval, Sir.

Thank you.


JLM MA. EVELYNE A. FRANCISCO

ATTY. MARIA TERESA C. ALVAREZ

Approved/Disapproved:

JETRO NICOLAS F. LOZADA