



Damian Keenan
Golf Tour Manager
Matthews Golf Tours

I am an experienced Golf Tour Manager with Matthews Coach Hire Ltd. I progressed from a golf tournament organiser background with The Professional Golfers' Association (PGA) in a very competitive industry which involved providing a consistent high quality service to professional athletes and members of the public at each tournament thus ensuring the overall smooth running of the event.

This then lead me to my current role which involved developing a golf tours division within Matthews Coach Hire Ltd. I am now responsible for overseeing and developing the golf tours division within the company offering premium all-inclusive unrivalled packages to high end International clients. The main goal is to create a brand that becomes a market leader in the golf tour operator industry in Ireland.

- Responsible for creating and managing a golf tours division within the company.
- Overseeing the strategic development and progression of the golf department.
- Direct contact for all golf related enquires and queries.
- Responsible for designing customised golf and sightseeing tours for high end International clients
- Networking and business development.
- Customer retention.
- Forging new partnerships with US and International Tour Operators.
- Creating incentives and commission based rewards for potential International agents.
- Hotel & Golf tee time bookings.
- Work directly with the marketing department for promoting all golf related tours.
- Company representative for golf trade shows, expos and familiarisation trips.
- Liaising with golf tour drivers regarding itineraries, responsibilities and customer care.