

2025 Merchandiser of the Year Resort Award Candidate Bio Form

Please submit this form no later than **Friday, October 4, 2024 at 4pm.**

Email *

ty.jablonski@gmail.com

Name of Nominee: *

Tyler Jablonski

Facility Employed at: *

Grand Traverse Resort & Spa

Year Elected to Membership: *

2016

Do you own the Merchandise Concession? *

No

If not, who owns the Merchandise Concession? *

The company, Grand Traverse Resort & Spa, owns the merchandise.

What percentage of time do you spend in the merchandising area of your facility? *

Tyler spends 80% of his time in the merchandising area.

Please share what you can to illustrate the financial success of your merchandising concession * over the past few years in 250 words or less: (**Note:** *These bios will be shared with the Michigan Section membership- a suggestion would be to use percentages rather than whole numbers to keep any sensitive information private*)

As The Resort continues to have a record-breaking number of golf rounds and golf revenue, golf retail continues to outpace expectations and is now an integral profit center. The spend per paid round is up 4.2% compared to last year; and since I took over the merchandising at The Resort in 2021, the spend per paid round has increased from \$11.08 in 2020 to \$21.11 in 2024. Compared to 2023, we have seen an increase in golf shop merchandise sales of about \$80,000 while bettering our cost of sales percentage by about 2%. Net Profit is up 182% in comparison to the year before I assumed responsibility for golf merchandising. Last year, I was extremely proud that golf retail sales exceeded 1 million dollars for the first time in The Resort's history. This year, I am even more proud that we maintained that level of success with an increase in sales and a better margin!

Does your facility have the Mill-River Plan or a similar merchandise purchasing plan in place? *

Yes

No

If yes, please explain the plan that is in place: *

N/A

Please share your merchandising philosophy in 250 words or less: *

Golf at Grand Traverse Resort & Spa has continued to boom year after year! Along with the steady stream of our veteran golfers, we are happy to be experiencing increased interest from younger golfers and female golfers. Maintaining relevance amidst new trends and new products with changing clientele is what I strive to do!

The Resort attracts a variety of golfers – from the tourists ready to splurge on their vacation to the nearly 400 members that call the Resort home. This presents unique challenges in buying and merchandising products that will speak to every guest. I have learned to listen to what guests want and pay attention to what they are wearing. I have found success in emphasizing a balance between brands and price points. Creating relationships with my brand reps has helped me grow the business and has brought many welcome changes to the atmosphere of our golf shop.

Our continued success would not be possible without my assistants and golf shop staff. They show up every day with a sense of pride and have fun interacting and building rapport with the guests, which positions them well to sell – and even upsell – merchandise. I have enjoyed my position in providing exemplary products and am proud of my team for being the people who get the product out the door. They have helped to generate these great years at Grand Traverse Resort & Spa. We will continue to raise the bar and have another great season in 2025!

List any other PGA Section or National Awards you've received and the year(s) you received them (50 word limit): *

Michigan PGA Merchandiser of the Year - Resort (2024)

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