

PLAY 18 HOLES IN 60 MINUTES FASTER THAN GOAL TIME



ADD PREMIUM FASTLANE GOLF TEE TIMES TO YOUR TEE SHEET



GIVE COMMITTED GOLFERS THE EXPERIENCE THEY WANT



60% OF GOLFERS WILL PAY MORE FOR A FASTER ROUND OF GOLF*



ADD REVENUE AND PROFIT

*USGA pace of play research

In research conducted by the USGA, **74% of golfers say pace is crucial** to their enjoyment and further shows that players are willing to pay up to **25% more** for an optimized, dedicated, 'fast' experience.

FastLane Golf gives golf courses the system and optimization tool kit to offer and manage dedicated FastLane Golf tee-time slots for instant player attraction, at premium rates for immediate ROI.

- Golfers are willing to pay a premium for a fast, great flow, no-hold-ups round of golf.
- Younger golfers are willing to pay a higher premium that older players (time being more important to them)



TAGMARSHAL PLATFORM

Empower staff, management and players with objective data to better manage on-course operations

TAGMARSHAL 2WAY MOBILE

for added player value and self management

TAGMARSHAL CLASSIC

Unobtrusive and passive for classic, traditional golf

HOW IT WORKS

FastLane Golf gets set up on a course for two or more mornings a week. The system analyses optimal tee times, interval and goal times and provides a complete, turn-key package to be sold via tee sheets:

- FastLane golf - play 18 holes in a committed 3.30h / 3:00h etc
- 5-8 tee times available (this can be increased in line with demand)
- Players commit to playing within FastLane Golf's time par - the system provides live dynamic pace updates to each playing group to stay on pace and enjoy their round
- The course commits to proactively manage the FastLane Golf tee times with the help of the system to provide an optimal outing for the players
- The course offers FastLane golf at a premium ie. +10 to 15% on comparable tee off times



"OUR PLAYERS LOVE IT! WE HAVE A LOT OF DEDICATED GOLFERS WHO PREFER FASTER ROUNDS, FASTLANE GOLF IS THE PERFECT FIT. IT IS EASY TO MANAGE AND GENERATES EXTRA REVENUE."

CASSIE VILJOEN
General Manager - Royal Cape Golf Club

BENEFITS AND ROI

- Golfers commit to playing more golf - in a shorter / dedicated time - ie. before or after work
 - Operators give dedicated faster players an experience that matches their expectations
 - Operators charge a premium for the dedicated FastLane rounds
- Give players what they want and turn it into a revenue and profit centre

FastLane Golf ROI	base user	power user
FastLane slots / mornings a week:	2	5
Tee times offered:	5	7
Premium at \$50 / \$70 regular green fee:	\$7.50	\$10.50
4 players per group x X tee times:	\$150	\$294
X FastLane slots per month:	\$1,200	\$5,880
Total FastLane Golf green fees per 8 months season:	\$73,600	\$405,440
Incl additional FastLane Golf premium revenue per 8 months season:	\$9,600	\$91,840
Profit after system cost:	\$7,280	\$78,000

SET UP THE REST OF YOUR FIELD BEHIND FASTLANE GOLF SLOTS FOR PACE SUCCESS
PACE OF PLAY MATTERS AND GOLFERS WILL PAY A PREMIUM

CONTACT:

FOR GENERAL ENQUIRIES VISIT:
TAGMARSHAL.COM/CONTACT
AND OUR TEAM WILL GET BACK TO YOU

DEMO:

TO SCHEDULE A DEMO VISIT:
TAGMARSHAL.COM/DEMO
AND OUR PRODUCT EXPERTS WILL GLADLY ARRANGE

SUPPORT:

FOR PRODUCT SUPPORT VISIT:
TAGMARSHAL.COM/SUPPORT
SO OUR FRIENDLY CUSTOMER SUCCESS TEAM CAN ASSIST YOU

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