TAGMARSHAL
pace of play

AVERAGE ROUND TIME, AVERAGE EXPERIENCES?

HOW LOOKING BEYOND THE AVERAGE ENABLES OUTSTANDING ON-COURSE EXPERIENCES

Pace of play is a key experience factor, good as well as bad, on private and public golf courses globally.

Facilities have naturally measured rounds sold, revenue, F&B sales and service fleet rotation. What about measuring efficiencies around their core asset? Their playing guests, members, customer and key revenue source.

Many courses have been working with manual player assistance processes in an effort to keep a handle on their on-course pace experience and player flow. One of the regular, manual data collection indicators is to compare 'goal time' to 'average round time,' the latter being a more or less accurate start time vs. end time average. **While this is an important measure and a starting point, it only scratches the surface.**

Operators are now taking a deeper look at field flow and pace data with technology that allows consistent, accurate big 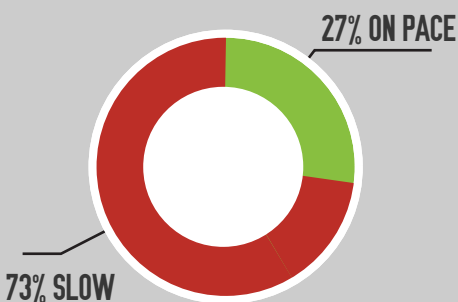data collection for measurable improvement tracking. **This key measure is the pace experience indicator,** providing pace insights not as an average, but clustered in percentages of groups that are on pace and range from 10 minutes slow, up to +40 minutes slow. **Let's look at some course data that, at a glance, looks comfortably on target, but after close inspection reveals true opportunity.**

TAGMARSHAL IMPACT
PACE EXPERIENCE DATA EMPOWERED

At a recent implementation, the accuracy of Tagmarshal's pre-emptive pace and efficiencies management system empowered a material upgrade of the standards:

SYSTEM WEEK 2:
41% OF PLAY ON PACE OR 10 MINUTES BEHIND PACE

+40min · On pace · 20-30min · 10-20min · 1-10min
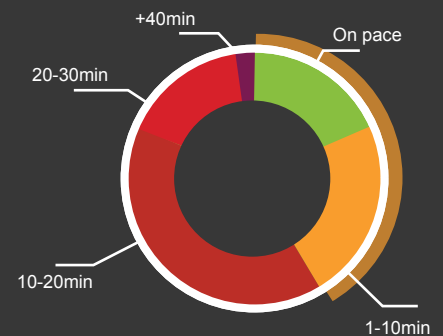
SYSTEM WEEK 4:
70% OF PLAY ON PACE OR 10 MINUTES BEHIND PACE

+40min · On pace · 20-30min · 10-20min · 1-10min

41% up to 70% improved pace experience in mere weeks.

DISCOVER MORE INDUSTRY INSIGHTS AND CASE STUDIES, OR BOOK A SHORT INFORMATIVE DEMO:
TAGMARSHAL.COM/CONTACT

GOAL TIME:
SOUTHERN USA CART FACILITY
4:00h

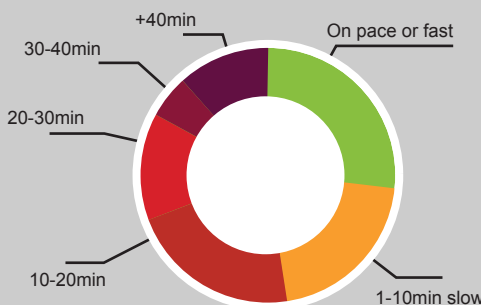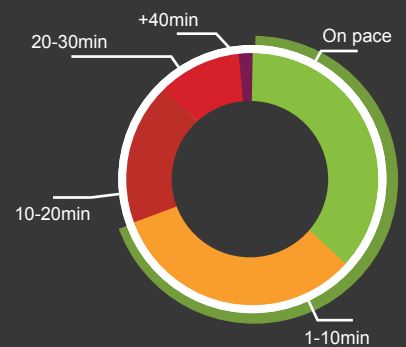**AVERAGE ROUND TIME:**
MARCH 2017 (1100 ROUNDS)
4:06h

Most would agree, this is not a bad performance for a busy month. But let's look a bit deeper into the data:

PACE EXPERIENCE
THE REALITY

27% ON PACE

73% SLOW

The data reveals that only 27% of the rounds played were on pace or faster. An Improvement opportunity on 73% of all play (803 players)

TAGMARSHAL INTELLIGENCE
INSIGHT VIA THE PACE EXPERIENCE MODULE

+40min · On pace or fast · 30-40min · 20-30min · 1-10min slow · 10-20min

The system provides stats for improvement goal setting – i.e. percent reduction within the worst slow clusters.