

# CASE STUDY 2016/09

SPECIALIST GOLF PACE OF PLAY MANAGEMENT SOLUTION



TAGMARSHAL

## CHALLENGE:

Course management objectives:

- Reduce average round time
- Reduce number of slow rounds / days
- Enhance the golfing experience
- Unlock revenue by creating the opportunity for additional tee-off times

## WHY TAGMARSHAL:

Intuitive Pace of Play Management Software:

- Real-time field view of Walking, Caddie and / or Cart based rounds
- Pre-emptive pace of play marshalling
- Real-time alerts on slow and delayed playing groups
- Business Intelligence grade pace of play stats provide oversight as well as detail down to the individual round, hole or player level

### CASE STUDY - LINKS AT GATEWAY



**Course type:** Daily Fee / Estate



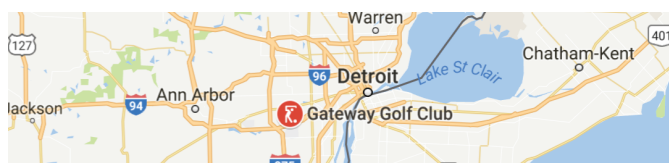
**Cart rounds:** 100% (80 carts in fleet)



**Walking rounds:** N/A

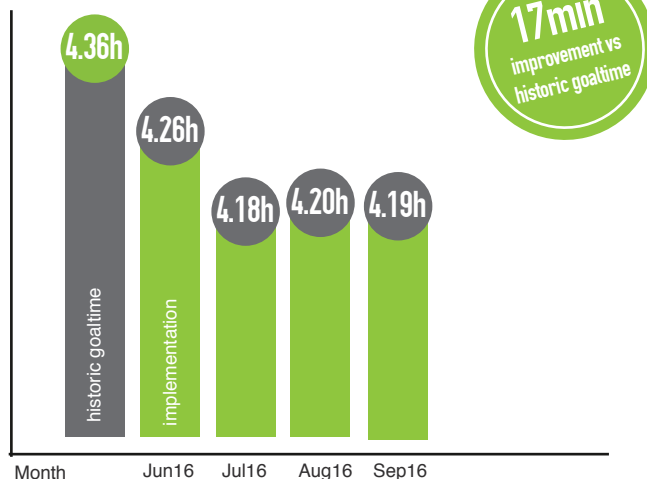


**Rounds per season:** 30 000 (8 months season)



### RESULTS:

Playing time



### CASE STUDY - WISCONSIN CLUB



**Course type:** Country Club / Member based



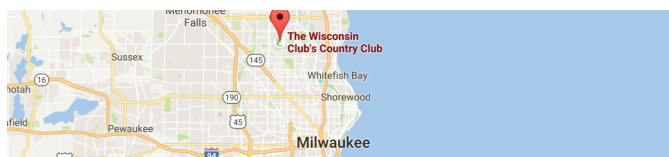
**Cart rounds:** 75% (60 carts in fleet)



**Walking rounds:** 25%

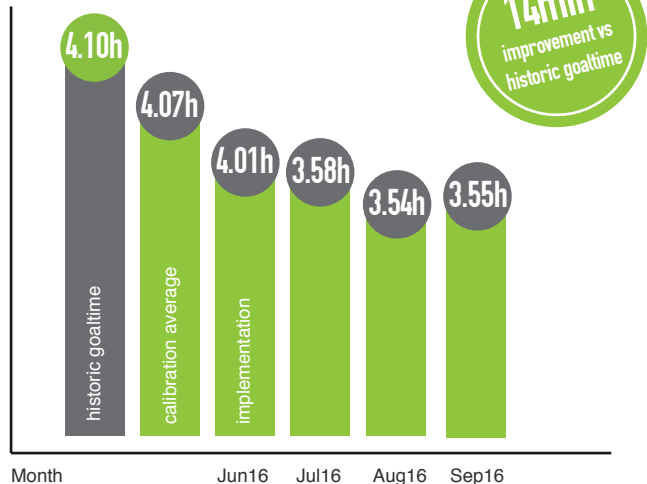


**Rounds per season:** 25 000 (8 months season)



### RESULTS:

Playing time



## NATIONAL GOLF FOUNDATION SURVEY RESULTS TO THE QUESTION:

### "WHAT IS THE PRIMARY REASON YOU CHOOSE ONE COURSE OVER ANOTHER?"

1. Conditioning.....75%
2. Price (value).....71%
3. Pace of play.....64%

4. Challenging layout.....64%
5. Tee times.....59%
6. Location.....59%
7. Customer service.....51%
8. Golf shop quality.....25%
9. Course Designer.....19%

"There are many important influencers to what is considered a positive golfing experience. 'Pace of Play' however is arguably the element that, when negative, quickly overshadows all other aspects..."

## COURSE - ERIN HILLS - WISCONSIN



**Course type:** Daily Fee / Destination



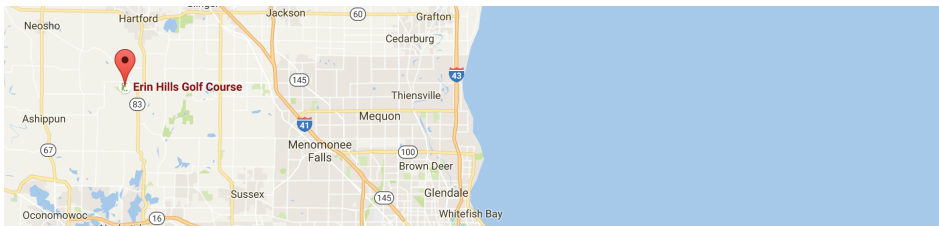
**Cart rounds:** N/A



**Walking rounds:** 100% (Caddie based)

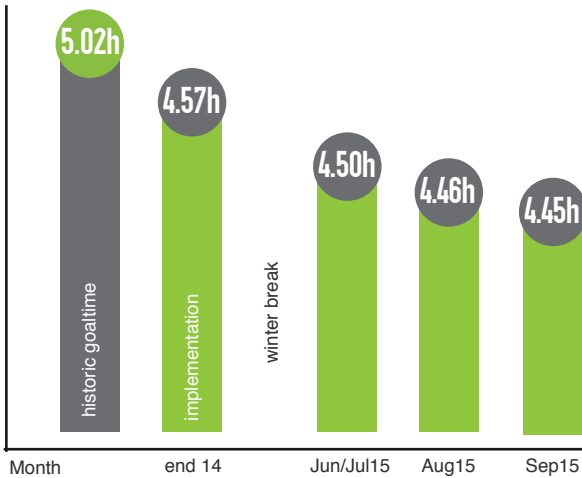


**Rounds per season:** 20 000 (7 months season)



## RESULTS:

Playing time



\*AS U.S. OPEN HOSTS 2017 - ERIN HILLS IS NOW CONDITIONED FOR CHAMPIONSHIP MODE AND THE GOALTIME THAT WAS REDUCED TO 4.52h HAS BEEN INCREASED AGAIN TO ACCOMMODATE THE MUCH INCREASED DIFFICULTY LEVELS.



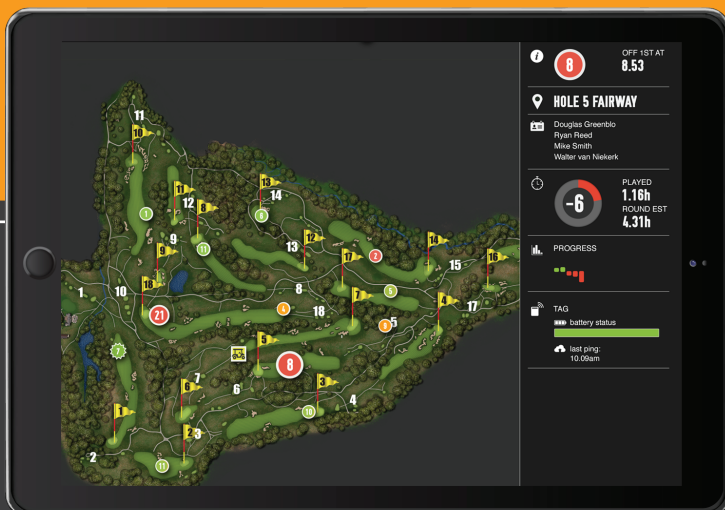
## SYSTEM BENEFITS:

- real time view of the field via state of the art tracking software
- Compatible with Cart, Walking or Cart / Walking combination courses
- unique algorithms alert management / marshals if a fourball is off the pace, enabling preemptive measures
- intuitive interface - shows the biggest problems by size
- record and analyze historic round, hole and player performance
- better player compliance by presenting objective data using a mobile tablet



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FOR A NO OBLIGATIONS DEMO OF THE TAGMARSHAL SOLUTION VISIT [tagmarshal.com/demo](http://tagmarshal.com/demo)

WE TAKE PRIDE IN THE QUALITY OF OUR PRODUCT AND PROVIDE A 3 MONTHS MONEY BACK GUARANTEE, SHOULD YOU NOT BE 100% SATISFIED WITH THE TAGMARSHAL SOLUTION

