



IS INCREASING TEE TIME INTERVALS THE ANSWER TO ENHANCING PACE OF PLAY?

Opportunity:

Pace of play is a critical player enjoyment factor and there is a rising tide in players demanding consistent round times and quicker pace. Operators look to improve excellence in service delivery. What is the answer? More marshals? Changing set ups? Stricter rules?

One suggested option:



Increasing tee time intervals for instance from 8 to 9 minutes. Ideally even 10 minutes. Sounds easy, right?



OPPORTUNITY 1: MEANINGFUL REVENUE LOSS

The capacity reduces revenue by 9% to 18%

In real terms, switching from 8 to 9 minutes can cost a course up to \$124 000 in green fees in an 8 months season at \$65 fee with a full field 3 days a week - because the tee off times decrease from 53 to 48 a day. Double that if switching from 8-10 minutes!

Suggested solution:

\$ Increase the green fees to balance loss in capacity and revenue. Will this work?

Surveys suggest players would pay more for faster golf:
 Golfers under the age of 40 would pay 14.2% more
 Golfers between the ages of 40 to 59 would pay 11.5% more
 Golfers over the age of 60 would pay 7.8% more



Golfers are willing to pay +-12% more for a faster, more consistent round time.



OPPORTUNITY 2: COST AND TIME TO PLAY

Golf needs to

manage these two elements:



Cost to play



Time it takes to play

(according to GolfShake 2017 survey)

Industry concerns:

34% cost of play **31%** pace of play

Player Concerns:

74% of golfers believe **PACE IS CRUCIAL** to the enjoyment of a round



Is increasing the fees a risk to course operators & the future of the game?

What is needed:

Improving the pace of play without placing a cost burden on operators or players.



THE SOLUTION: EFFICIENT AND DATA GEARED FIELD MANAGEMENT

Tagmarshal Golf Course Intelligence

A solution that allows for efficient and data geared field management while keeping the intervals. The cost is a mere +\$0.30 cents a round - rather than the required 12% hike in green fees (ie. \$6-\$12 a round). Most operators will find the cost in their budget, but failing that, a \$1 fee increase brings additional revenue AND fixes the pace with the investment.



ENHANCE THE GOLFING EXPERIENCE



IMPROVE PACE OF PLAY



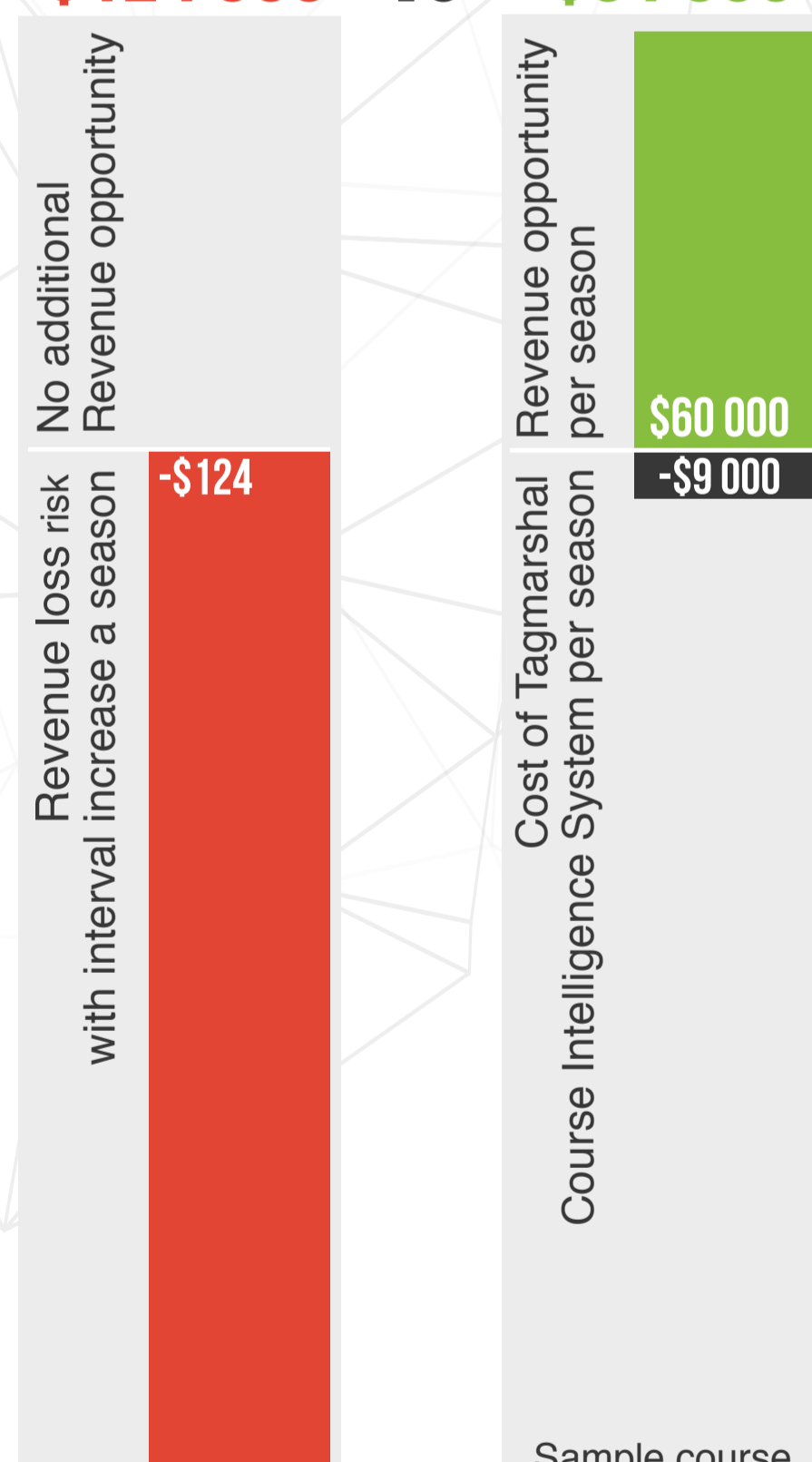
OPTIMIZE FIELD EFFICIENCIES



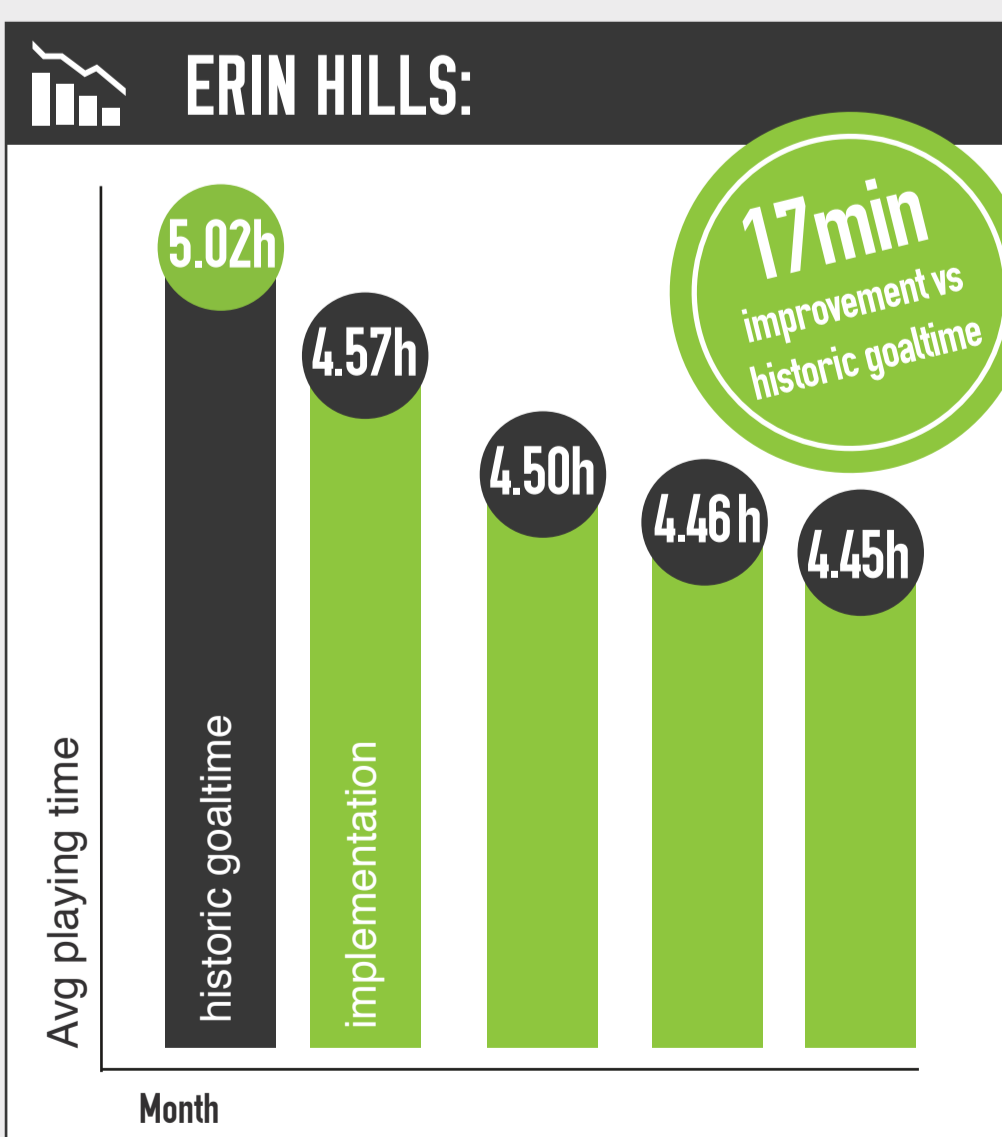
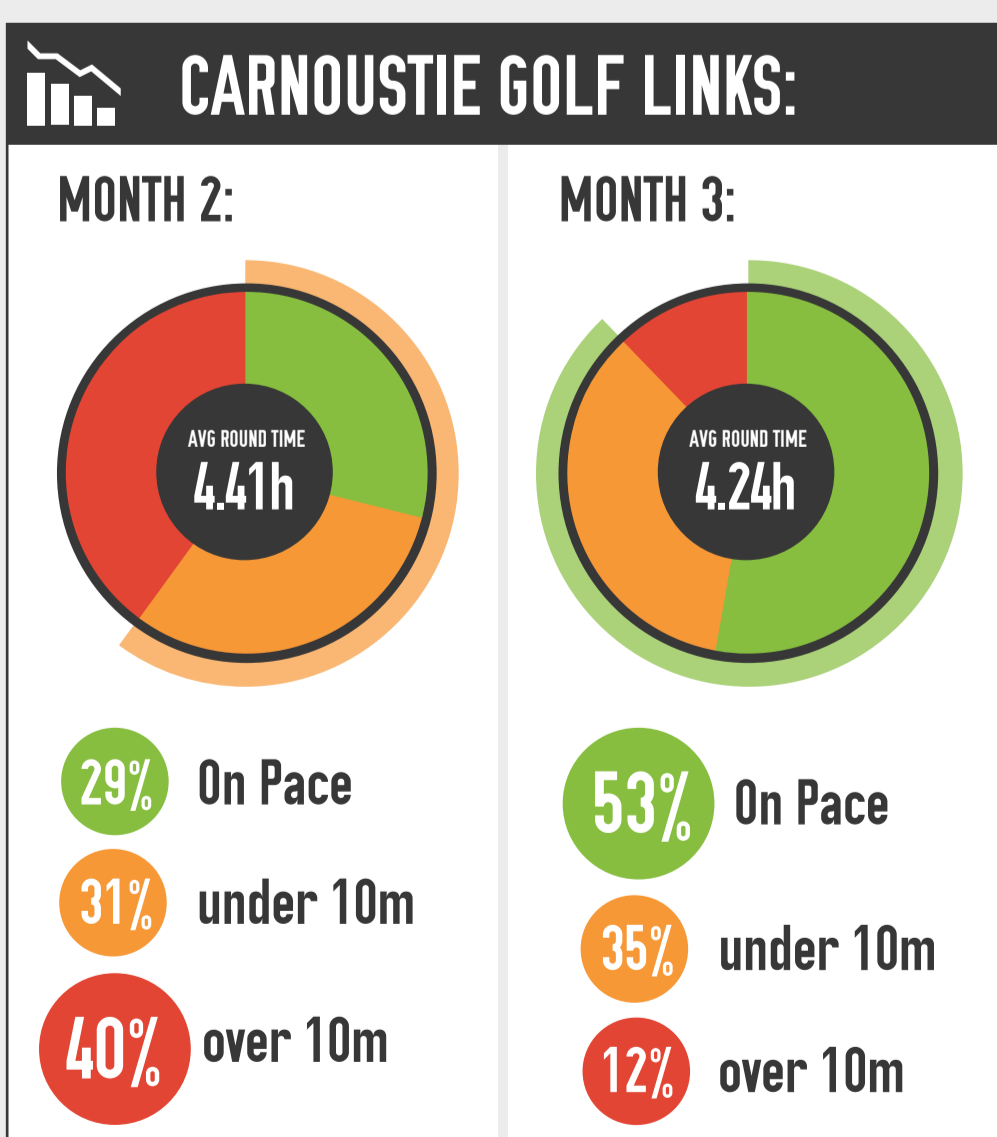
UNLOCK REVENUE



-\$124 000 VS +\$51 000



Courses routinely reduce average playing time by 17 minutes and improve the pace experience materially via actionable real time data and strategies.



Not only does it improve service delivery and the player experience, it generates revenue

