



GOLF EXPERIENCE IMPACT: TURNING SMART DOLLARS INTO ROI

WHAT ARE THE SMARTEST, HIGH ROI DOLLARS OPERATORS CAN SPEND ON THEIR COURSE THIS SEASON?

The average annual course budget is around \$3 million per year. Operators want to make every dollar count, and they must therefore figure out which areas have the greatest effect on the player experience.

That experience depends on many variables, such as location, price, quality and time, but the purpose remains the same – provide the finest experience possible. Courses are competing not only against other courses, but also against

other leisure experiences. When you consider that an operator's location and price variables are largely fixed, it's easy to pin down the key competitive differentiators:

- The quality of the experience
 - The time commitment of the experience
- To improve on the first of those requires a major commitment, with course layout and conditioning making a significant dent in the budget.

Where operators can see a major ROI on any spend and gain a real competitive advantage that sets them apart from other courses, is with regards the time commitment.

Given that we know exactly how important golfers consider the pace of play and on-course flow, a course that offers consistency in this department immediately differentiates itself.

COMPARING IMPACT OPPORTUNITIES TO IMPROVE THE QUALITY OF THE GOLF EXPERIENCE:



COURSE CONDITIONING

How does one turn a well conditioned course into a top conditioned course?

- 20% budget?
- Additional capital expenditure?
- A 20% improvement in experience quality on the basis of course layout and conditioning will cost several hundred thousand dollars.

\$10 000 spent on better course maintenance and course set-up capital expenditure (current budget \$1.2mil)

IMPACT ON EXPERIENCE ☆☆☆☆☆



STAFF / SERVICE DELIVERY

Improving a well-performing team to become a top performing team?

- Additional staff, training & management?
- 20% more budget?
- Improving the quality of service delivery is costly, 20% improvement in experience quality via staff service levels and efficiencies will cost over \$100 000 a season.

\$10 000 spent on better golf operations, improved labor and service delivery (current budget \$1.0mil)

IMPACT ON EXPERIENCE ★★☆☆☆



ON COURSE EXPERIENCE / PACE OF PLAY

How to improve a well-performing field and pace to consistent top performance?

- More marshals?
- More assistants, more labour?
- To improve pace of play, the key competitive variable as far as quality and time of the golf experience are concerned is very cost efficient with smart technology.

\$10 000 spent on technology to optimize on-course experience and pace of play. (current budget \$0.05mil)

IMPACT ON EXPERIENCE ★★★★★

IMPROVING PACE OF PLAY AND MANAGING PLAY TIME OPTIMALLY WITH COURSE INTELLIGENCE DATA

PROVIDES KEY BENEFITS:

ENHANCED GOLFER EXPERIENCES / OPTIMIZED EFFICIENCIES / WORKING SMARTER, SAVING MONEY / IMPROVED PACE OF PLAY / UNLOCKING REVENUE



ROI: SAVINGS ON LABOR COSTS

Tagmarshal reduces labor requirements with data optimized schedules and the ability to manage the field, real-time from the pro-shop.

ie. \$20 per hour reduced by 4 hrs a day
x 3 days a week
x 34 weeks
= \$8 160 saving.



“Our goal is to improve the experience for our guests while maximizing our revenue potential and Tagmarshal has helped us to do both. We have reduced our labor expense, increased our round capacity, and realized many operational efficiencies.”



Mike O'Reilly
PGA Head Golf Professional at Whistling Straits.



ROI: INCREASE IN F&B SPEND

Reduction in round times and delayed rounds delivers happy members and guests are more likely to visit the food and beverage, creating an additional revenue opportunity for the golf course.

ie. 12 'risk' players on slow days
x 3 slow / busy days a week
x \$16 F&B spend
x 8 months a season
x 4 weeks a month
= \$18 432 extra revenue.

Also, the pace of play management solution gives foresight to pro-shop and food and beverage staff to anticipate and prepare accordingly for golfers who are about to complete their rounds.



ROI: ADDING CAPACITY

Better pace of play management and data-driven management allows for optimized peak periods and additional tee times for added capacity.

ie. 3 busy days a week
x1 additional round time
x75% (3 ball) up take
x \$75 green fee
x 8 months a season
x 4 weeks a month
= \$21 600 extra revenue.



“The Tagmarshal management system has enabled us to effectively implement our pace of play policy, assisting us in reducing playtime, which allowed us to add an additional tee time for extra capacity”



Jim Lombardo
Head Golf Professional at Erin Hills

Golf cart GPS and pace of play management systems are playing a more prominent role in the running of the modern-day operation, striking a balance between maximizing revenue and maintaining a quality playing experience becomes something course operators can have the opportunity to have greater control over. Clubs can then better align their offering with the expectation of the players. Achieving consistency on this front will always result in a more satisfied golfer, and ultimately a better bottom line for the course. ☺