

NEW ENGLAND COUNTRY CLUB

Enhancing the member experience with Tagmarshal Premium Optimizer



DIRECTOR OF GOLF OPERATIONS:
Michael Daron

COURSE TYPE:
Semi-Private

LOCATION:
Massachusetts



MOBILITY:
Cart

ABOUT NEW ENGLAND COUNTRY CLUB:




In 1990, Woonsocket Country Club was transformed into New England Country Club, with rolling hills, tree-lined fairways and breathtaking scenery.

Designed by Hale Irwin, the 18-hole championship golf course provides a fair challenge for all ability levels. While playing, golfers may be fortunate enough to catch a glimpse of the occasional deer, fox and other wildlife.

OBJECTIVES:

-  To improve **course flow** for members and players.
-  To **reduce average round times**.

RESULTS:

-  **84%** of rounds finished on or below the goal time, an **increase of 47%**.
-  Between June '23 and August '23, the average round time **decreased by 5 minutes** to 4 hours 22 minutes.
-  **827 rounds** positively impacted per month, improving the player experience.

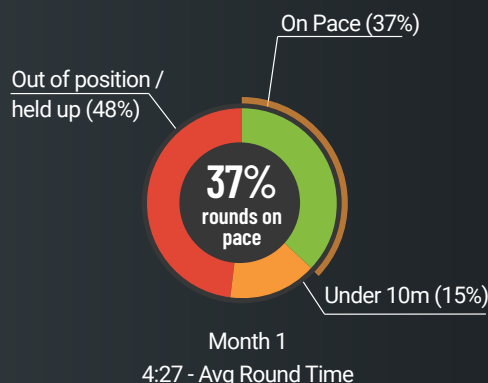


“Knowing which groups are falling behind means we can now be proactive, which has a huge and immediate impact on course flow.”



Michael Daron, PGA,
Director of Golf Operations,
New England Country Club

JUN '23



AUG '23

