

BRIDLEWOOD GOLF CLUB

Enhancing the player experience with Tagmarshal Premium Optimizer



GENERAL MANAGER:
Kevin Moltenbrey

COURSE TYPE:
Daily Fee

LOCATION:
Texas



MOBILITY:
Cart

ABOUT BRIDLEWOOD GOLF CLUB:




Bridlewood tempts golfers with 25 acres of lakes and the meandering Timber Creek, measuring 7,111 yards from the championship tees.

Nestled within one of the finest neighborhoods in the Dallas Metroplex, the course accentuates the rolling terrain and forests and offers a well-rounded golfing experience.

OBJECTIVES:

-  Use Tagmarshal's data to **reduce average round times** during peak season
-  **Enhance the player experience** with improved pace and flow of play.

RESULTS:

-  **A 13-minute reduction in average round time** from August '22 to August '23.
-  Rounds finishing on pace increased by 10% to 91%.
-  Huge season-on-season improvement despite **47% increase in groups tracked**.

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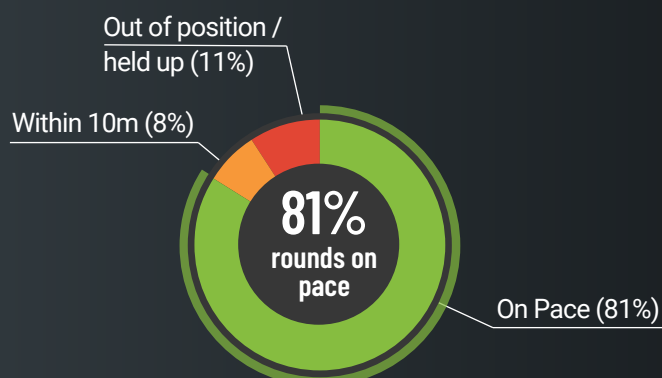
"Pace of play is a core value of Bridlewood Golf Club and Tagmarshal's technology has helped us create a better experience for our guests."

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Kevin Moltenbrey
General Manager,
Bridlewood Golf Club

AUG '22



AUG '23

