



REVENUE MANAGEMENT

MINOR ADJUSTMENTS, MAJOR IMPACT

Revenue management is key to maximising your course's potential, and our experts can help



BENEFITS

- Price green fees relative to inventory and conditions. Successful courses adjust rates in relation to demand and the product on offer, balancing value and profit.
- Track your course utilisation. Ensure you sell at your full price during peak times, and introduce attractive offers when the course is quiet.
- Offer multiple price points for larger group sizes. Attract more golfers and large group outings with varied pricing options. Offering multi player discounts, especially 2 and 4 ball offers, allows you to increase the group size, and overall basket value of each tee time you sell.
- Monitor the competition. With our unparalleled level of market data, we can provide you detailed analysis on your club, county and competitor analysis.



Get access to our unrivalled market data



Drive visitor revenue without impacting members

REVENUE MANAGEMENT IN NUMBERS

7

Dedicated account managers to help you manage revenue

70%

of bookings made within 48 hours of play

13M

Generated for our course partners in 2023



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