

Player Development Best Practice

Blake Smith
Anchorage Golf Course
907-301-2273
blakesmith@pga.com

Goal of the Program:

To increase Adult, Senior and Junior golfer participation at our facility.

Program Design:

We promoted then placed sets of tees at:

100 yards out on par 3's

150 yards for par 4's

200 yards on par 5's

Tracking results:

Through our POS system we tracked our golf rounds for:

Senior golfers for 9 and 18-holes

Junior golfers for 9 and 18-holes

Get Golf Ready Sunday night promotion

Get Golf Ready monthly tournaments

Results:

We saw some significant increases in rounds played:

20% increase in Senior 9-hole rounds YTD.

15% increase in Junior 9-hole and 18-hole rounds played

15% increase in our Get Golf Ready Sunday night promotion.

And a 10% increase in our Get Golf Ready monthly tournaments.

Business impact:

The increase to these categories of golfers raised our rounds of golf revenue by 5%.

We're certain the additional traffic also helped increase our golf shop and food/beverage YTD sales!

Recommendations:

The creation of these closer tees/distances has allowed the "shorter" hitter to have a more rewarding experience at our golf course! This was an easy and inexpensive way to increase our rounds, pace of play and enjoyment for our customers. I would recommend this practice to ALL facilities!