



UNLOCK NEW REVENUE STREAMS FOR YOUR GOLF COURSE

CASE STUDY

Proven Strategies

PRESENTED BY:
ARTILIGENT

Agenda

Topics Covered

- 003 Market Assessment
- 004 Key Challenges in Operating a Golf Course
- 005 Revenue Breakdown
- 006 How to Boost Revenue
- 007 Strategies Implemented
- 009 Leveraging Food Delivery Robots to Boost Revenue

Market Assessment



\$84 B

Total Economic Impact

The golf industry in the U.S. generates an estimated total economic impact of around \$84 billion annually. This includes not only the direct revenues from golf courses and clubs but also related industries such as tourism, real estate, and retail.



\$33 B

Direct Revenues

Golf Facility Operations: This segment includes green fees, membership fees, and food and beverage sales. Golf facilities alone generate approximately \$33 billion in direct revenues annually.

Golf Equipment and Apparel: Sales of golf equipment, apparel, and accessories contribute about \$6 billion each year.

Golf Travel: Revenues from golf-related travel, including accommodations, transportation, and dining, contribute an additional \$20 billion annually.



\$4.5 B

Food & Beverage

According to the National Golf Foundation, the U.S. golf industry's food and beverage segment generates approximately \$4.5 billion annually. This figure includes revenue from clubhouse restaurants, bars, snack bars, beverage carts, and catering for events held at golf courses.

On average, food and beverage sales account for about 15% to 25% of a golf course's total revenue. This percentage can be higher for courses with extensive dining facilities and a strong focus on events and banquets.



\$15 B

Related Industries

Real Estate: Golf course-related residential real estate developments generate significant economic activity. The presence of a golf course can enhance property values and drive real estate sales, contributing an estimated \$15 billion annually.

Tournaments and Associations: Major golf tournaments, including the PGA Tour, generate substantial revenue from ticket sales, sponsorships, broadcasting rights, and merchandise. This segment contributes around \$2 billion annually.

Key Challenges in Operating a Golf Course

1. Maintenance Costs
2. Water Management
3. Environmental Concerns
4. Weather Dependence
5. Economic Factors
6. Membership & Customer Retention
7. Labor Management
8. Regulatory Compliance
9. Course Design and Renovation
10. Marketing and Promotion
11. Financial Management



Revenue Breakdown

The revenue breakdown of a golf course typically includes several key streams:

The exact revenue breakdown will vary depending on the specific golf course, its location, target market, and the range of services and amenities it offers. Successful courses typically have a balanced mix of these revenue streams to ensure financial stability and growth.

**GOLF COURSE
REAL ESTATE**

F&B SALES

PRO SHOP SALES

**TOURNAMENTS
AND EVENTS**

**LOCKER AND CLUB
STORAGE FEES**

CART RENTALS

**MEMBERSHIP
FEES**

GREEN FEES

**GOLF LESSONS
AND CLINICS**

**SPECIAL
PROGRAMS**

**DRIVING RANGE
FEES**

**ADVERTISING AND
SPONSORSHIPS**

How to Boost Revenue

**INCREASE TOTAL
REVENUE OVER
THE NEXT YEAR**

**ENHANCE
CUSTOMER
SATISFACTION
AND LOYALTY**

**DIVERSIFY REVENUE
STREAMS TO
ENSURE FINANCIAL
STABILITY**

Strategies Implemented

Market Research and Customer Insights	Membership Programs and Loyalty Incentives	Dynamic Pricing Models	Enhanced Golf Experience	Food & Beverage Enhancements
Conduct comprehensive market research to understand customer demographics, preferences, and spending behavior. Implement regular customer feedback mechanisms to gather insights and identify areas for improvement.	Introduce tiered membership programs with varying benefits, including exclusive access to certain areas, discounted rates, and special events. Launch a loyalty program offering rewards such as free rounds, dining discounts, and merchandise for frequent players.	Implement dynamic pricing for green fees, adjusting rates based on demand, time of day, and season. Offer early bird and twilight rates to attract golfers during off-peak hours.	Upgrade course amenities, including better-maintained greens, modernized golf carts, and improved practice facilities. Organize regular tournaments and competitions to attract serious golfers and enthusiasts.	Revamp the clubhouse restaurant with a new menu, enhanced dining areas, and outdoor seating options. Host themed dining events, wine tastings, and seasonal food festivals to draw both golfers and non-golfers.

Strategies Implemented

Strategies Implemented				
Event Hosting and Corporate Partnerships	Marketing and Promotion	Merchandise and Retail Expansion	Digital Transformation	Community Engagement & Sustainability
Promote the course as a prime location for corporate events, weddings, and private parties. Develop all-inclusive event packages combining golf, dining, and venue rental.	Devise a robust marketing campaign utilizing social media, email newsletters, local advertising, and partnerships with local businesses. Create engaging content showcasing the course, special events, and customer testimonials.	Expand the pro shop’s inventory to include a wider range of golf equipment, apparel, and accessories. Collaborate with popular golf brands for exclusive merchandise and promotional events.	Launch a user-friendly website with online booking capabilities for tee times, events, and dining reservations Develop a mobile app offering features such as course information, real-time updates, and customer loyalty tracking.	Engage with the local community through charity events, youth programs, and partnerships with local schools and organizations. Implement sustainable practices, such as water conservation, eco-friendly maintenance, and green certifications, to appeal to environmentally conscious customers.

Leveraging Food Delivery Robots to Boost Revenue



Success Criteria

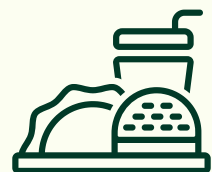
01



Enhanced Customer Experience

Golfers can order food and drinks without leaving the course, ensuring they spend more time playing and less time waiting in line. The convenience of on-course delivery enhances the overall golfing experience, making it more enjoyable and seamless.

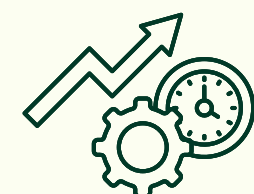
02



Increased F&B Sales

By providing easy access to food and beverages, golfers are more likely to make spontaneous purchases, leading to higher sales. The novelty and convenience of robot delivery can attract additional customers who are curious about the unique service.

03



Operational Efficiency

Food delivery robots reduce the need for additional staffing on busy days, lowering labor costs. They ensure timely delivery of orders, maintaining food quality and customer satisfaction.

04



Marketing and Differentiation

Promoting the use of food delivery robots can serve as a unique selling point, setting Eagle Ridge apart from other golf courses. Innovative services attract media attention and can be used in marketing campaigns to draw new customers.

05



Environmental Sustainability

Using energy-efficient robots for food delivery aligns with sustainable practices, appealing to environmentally conscious customers. It reduces the carbon footprint compared to traditional delivery methods using motorized carts.



Artiligent is a top provider of indoor and outdoor delivery robots for golf courses. Their advanced robotic solutions ensure timely and efficient delivery of food, beverages, and other essentials directly to golfers on the course and within club facilities. By leveraging cutting-edge technology, Artiligent enhances convenience and service quality, allowing golfers to focus on their game without interruption. Committed to revolutionizing golf course hospitality, Artiligent combines innovation and reliability to elevate the overall golfing experience.

Thank you!

www.artiligent.us