



TAGMARSHAL

CASE STUDY

CHALLENGE:

Management of a top 100 US golf course was looking to fulfill the following objectives:

- Reduce average round times
- Reduce number of slow rounds
- Enhance the golfing experience
- Unlock revenue by creating the opportunity for additional tee-off times

WHY TAGMARSHAL:

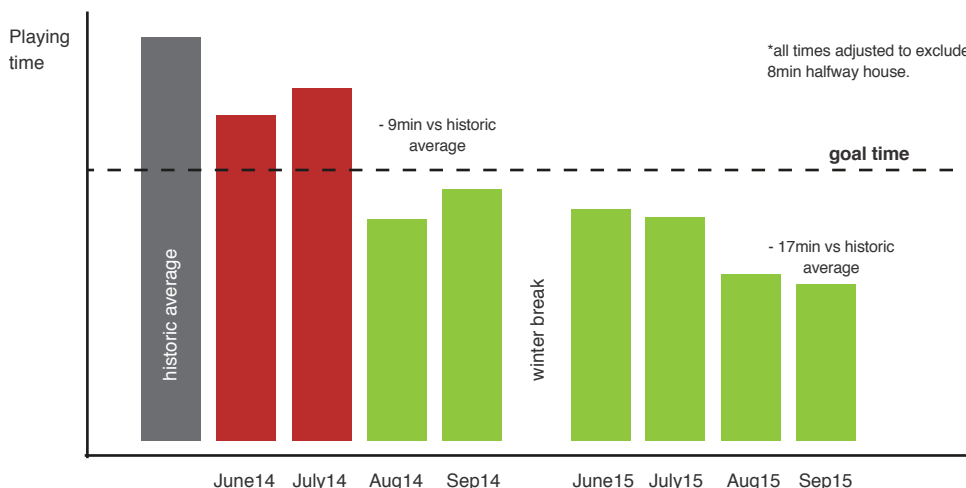
Intuitive Pace of Play Management Software:

- Real-time field view of Walking, Caddie and / or Cart based rounds
- Pre-emptive pace of play marshalling
- Real-time alerts on slow and delayed playing groups
- Tour grade pace of play stats provide oversight as well as detail down to the individual round, hole or player level

REDUCE AVERAGE ROUND TIMES

The course, like many in the market, was experiencing slowplay related challenges. Playing times had slowed and pace of play complaints were on the rise. The implementation of Tagmarshal's management software and introduction of a strict goal time during the 2014 season resulted in swift measurable improvements. The systems ongoing impact was validated further by 2015's round statistics, data collected during thousands of tracked rounds:

- within 3 months of system implementation: 9min improvement on average round time
- Year on year improvement: 2015 saw a 14min improvement vs historic average
- Strong positive trend: September 2015 rounds were 17min faster than historic average



RESULTS:

- **Historic average vs 2014 average:**
Improvement of 9 minutes
- **Historic average vs 2015 average:**
Improvement of 14 minutes
- **Total rounds slower than the goal time:**
Improvement by 24%
- **Improved the golf experience**
- **Average round time improvement means ability to add an additional tee off time**



BOOK A DEMO:

- For a demo of the Tagmarshal system please visit <http://tagmarshal.com/demo>

NATIONAL GOLF FOUNDATION SURVEY RESULTS TO THE QUESTION:

"WHAT IS THE PRIMARY REASON YOU CHOOSE ONE COURSE OVER ANOTHER?"

- | | | | |
|-----------------------|-----|----------------------------|-----|
| 1. Conditioning..... | 75% | 4. Challenging layout..... | 64% |
| 2. Price (value)..... | 71% | 5. Tee times..... | 59% |
| 3. Pace of play..... | 64% | 6. Location..... | 59% |
| | | 7. Customer service..... | 51% |
| | | 8. Golf shop quality..... | 25% |
| | | 9. Course Designer..... | 19% |

"There are many important influencers to what is considered a positive golfing experience. 'Pace of Play' however is arguably the element that, when negative, quickly overshadows all other aspects..."

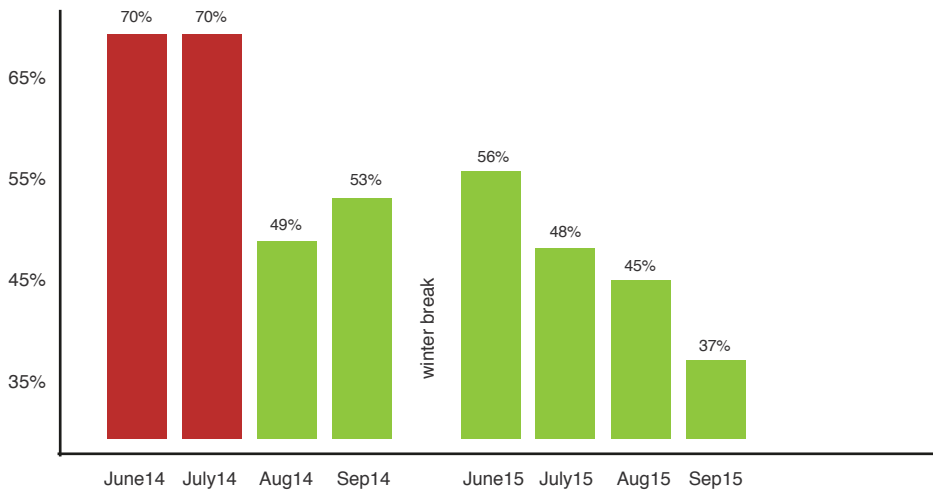


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REDUCE NUMBER OF SLOW ROUNDS

Historically the number of rounds slower than goal time was as high as 70%. Within 3 months of implementation a 20% improvement had been achieved. The positive trend continued into the 2015 season:

- Initial number of rounds classified slow: 70%
- within 3 months of implementation this was improved by more than 20%
- Slow rounds were down to 46% on average in 2015
- The positive trend continues with only 37% of September rounds recorded as slow



ENHANCE THE GOLFING EXPERIENCE

Substantiated using real data, course visitors benefited from:

- A reduction in slow play related incidents
- A reduction in average round time
- Improved course flow

Materially increasing player satisfaction allowing the course's other key experience influencers to shine brightly.

UNLOCK REVENUE BY CREATING THE OPPORTUNITY FOR AN ADDITIONAL TEE OFF TIME

Improved pace of play has a considerable bottom line effect. An attractive course with a healthy pace of play reputation sees more visitors, unlocking the opportunity for off-course revenues via its restaurant, bar, pro-shop, accommodation or spa.

Most courses run their tee-sheet at 7, 8 or 10 minute intervals.

- A reliable 10 minute reduction in average playing time can be used to add additional tee times
- Additional round times result in highly profitable rounds



SYSTEM FEATURES:

- real time reflection of the field via state of the art GPS tracking software
- unique algorithms alert management / marshals if a fourball is off the pace, enabling preemptive measures
- the system 'learns' the unique pace of a particular course, only generating relevant alerts
- record and analyze historic round, hole and player performance
- better player compliance by illustrating hard evidence using a mobile tablet
- improve self regulation by broadcasting live fields on screens in the club house



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WHO SETS THE PACE? 57.8% OR 2%?

RESPONDENTS TO A GOLFDIGEST.COM SURVEY RATE THEIR OWN PACE OF PLAY VERSUS OTHER GOLFERS:

Q: How would you rate your own pace of play?
 Fast: 57.8 percent
 Average: 37.4 percent
 Slow: 4.8 percent

Q: How would you rate most golfers' pace of play?
 Slow: 56.2 percent
 Average: 41.8 percent
 Fast: 2.0 percent

