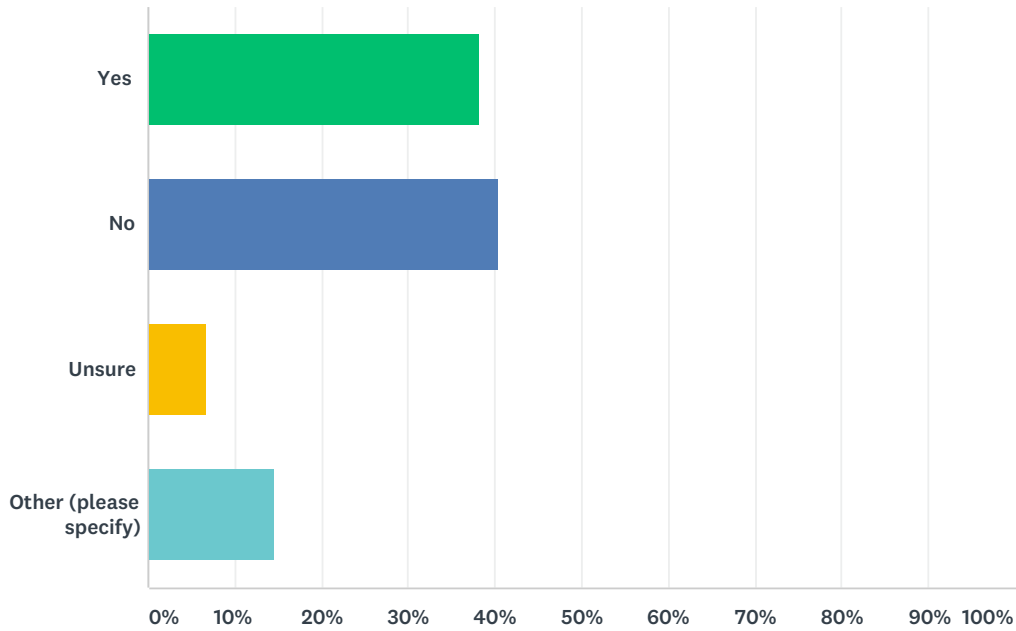


Q1 Should a golf course offer "BOTH" unlimited season passes AND punch passes if they want to maximize their revenue per round?"

Answered: 89 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	38.20%	34
No	40.45%	36
Unsure	6.74%	6
Other (please specify)	14.61%	13
TOTAL		89

#	OTHER (PLEASE SPECIFY)	DATE
1	should use a subscription based dues model. Get benefits for a modest monthly price like American Golf does with 50k members	4/3/2019 2:05 PM
2	Yes, if they have restrictions to the unlimited season pass. I.e.: Season Pass restricted to Active Duty or Retired Military. Civilians eligible for punch passes only.	4/3/2019 11:12 AM
3	Depends on pricing. typically I would say no to unlimited unrestricted passes at a public course.	3/30/2019 10:45 AM
4	No, too many rates and fees gets confusing. Go with one or the other which ever will capitalize on repeated rounds over the entire year.	3/29/2019 9:21 PM
5	Not enough information to make an informed opinion here. Generally, these types of products tend to lead to revenue per round attrition. As such, it would only make sense to engage in the pass and/or frequency card strategy if it could be shown that such a strategy substantially drove frequency of play and spending in other revenue categories to a point where total facility revenue was increased.	3/29/2019 11:19 AM

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6	<p>It depends on your budgeted average GF and if you are counting unlimited season rounds and revenues towards that average in your budgeting process. If you are not, as is my case, then punch passes should be priced according to your budgeted average GF and the rounds you have budgeted for these passes to produce. You will no doubt price them below your posted rate but, hopefully, not below your budgeted average rate. If you think you are in a market/location that could generate additional revenues if an unlimited pass were offered then it should be priced according to your budget and you should have some reasonable idea of how that pass will cannibalize your other rounds. If you've never offered a pass ... then I would NOT go there and look at a punch pass offering. I view offering an unlimited season pass as making your course a semi-private course where season pass holders are "members." Asking if "A GOLF COURSE" should offer both is a broad generalization. It depends on the type of course, location, and the budgetary and marketing acumen of the operator.</p>	3/29/2019 8:29 AM
7	<p>Every golf course is different, every market is different, a one size fits all pricing approach that is right for every facility. One needs to do a proper price quality analysis for each course in each market prior to making any pricing decisions.</p>	3/29/2019 8:29 AM
8	<p>Free Market. They will find out! The golfer can do the math!</p>	3/29/2019 8:23 AM
9	<p>A qualified yes, providing that there is a competitive advantage to doing either. Managing seasonal passes to encourage loyalty play when there is a plethora of golf options could make sense. Same with a punch card program. Historically, where a large number of choices are available to golfers, they tend to travel on a regular rotation once they find hte right fit. Those golfers are not interested in playing the same golf course week after week.</p>	3/29/2019 7:38 AM
10	<p>Unlimited and modified loyalty card</p>	3/29/2019 7:36 AM
11	<p>No public or resort course should ever cost over 95.00. High fees are killing golf participation. Average public courses should cost about 2 bucks per hole, or about 36.00 maximum.</p>	3/29/2019 7:26 AM
12	<p>I think it depends on the course and the type of rounds being played. Unlimited play passes can cannibalize your prime rate thereby leaving money on the table. An analysis must be performed to determine the type and amount of discounts to offer. By monitoring the usage of the programs the operator can limit the offerings in order to maximize rates and profitability.</p>	3/29/2019 7:15 AM
13	<p>I have always been on the team that supported the mire you play the mire you pay not the mire you play the less you pay as annual passes accommodate the latter.</p>	3/29/2019 7:10 AM