

METOLIUS GOLF | WEBINAR

AI for Golf Operators

From the Cloud to AI Agents — what every golf operator needs to know about modern technology, LLMs, and the next wave of guest experience.

Ross Liggett

Founder & Managing Partner, Metolius Golf
ross@metoliusgolf.com | metoliusgolf.com

Who is Metolius?

Ross Liggett

Founder & Managing Partner

Golf marketing & technology veteran on a mission to help courses and clubs embrace modern data practices.

Intrawest | KemperSports | Landscapes Golf Management



METOLIUS GOLF

The data platform built for golf.

- **600+ course-clients**
- SaaS data platform — [Dashboard.golf](#)
- Marketing & data services team
- First-of-its-kind AI Insights Platform

Today's webinar

Each part ends with one thing you should walk away with.

1

A Brief History of Golf Technology

Cloud → APIs → Disparate Data → Big Data → AI

2

Operational AI

Using LLMs with the systems you already own

3

Consumer AI

Booking agents, AI search, and the post-website era

PART 01

From Paper to the Cloud



How we got from cloud computing to AI — and why each step matters for your business systems.

Your business systems are databases

Tee Sheet, POS, Booking Engine — they exist to store complex data efficiently.

TEE SHEET

Reservations & inventory

- Tee times & player counts
- Rates, rules & restrictions
- Customer profiles & history
- Course & resource availability

POINT OF SALE

Transactions & customers

- Sales line items & receipts
- Customer accounts & spend
- Inventory & GL mapping
- Tax, tender & payment data

BOOKING ENGINE

Availability & checkout

- Real-time inventory & pricing
- Customer profiles & preferences
- Payment tokens & confirmation

We bought them as tools. They became our data layer — and that's why everything that comes next matters.

The Cloud

Everything that follows — APIs, data, AI — depends on this foundation.

CLOUD COMPUTING

Virtualized CPUs that share workload across data centers.

HIGH-SPEED INTERNET

Made cloud-hosted apps usable from anywhere.

= THE CLOUD

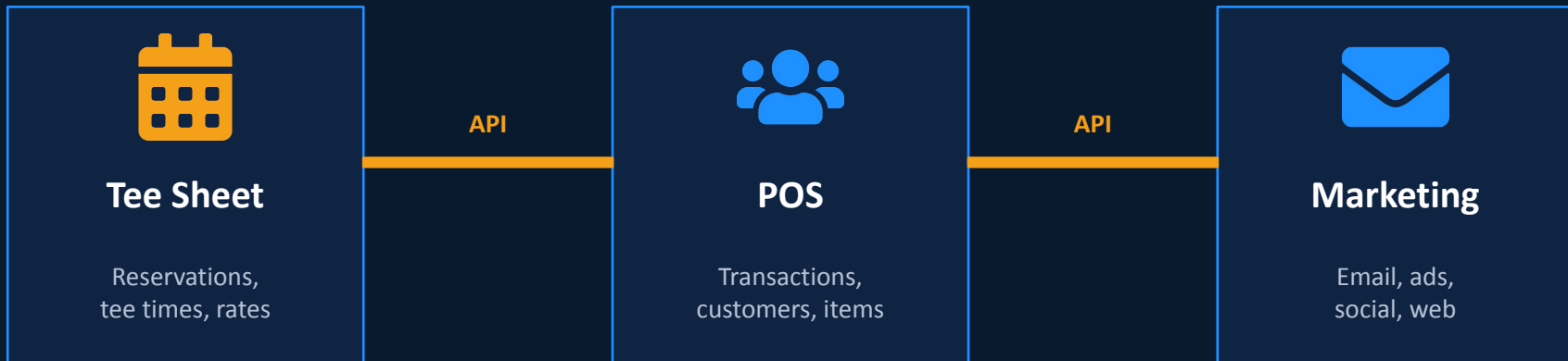
Software you use over the internet — no server in your office.



If your tee sheet, POS, or CRM is "cloud-based," you're already in the game.

APIs — the language between systems

Once apps are in the cloud, they need a way to talk to each other.



API = Application Programming Interface. It's the agreed-upon way two pieces of software pass data back and forth — pricing, bookings, customer records, anything.

All-in-One vs Best-in-Breed

Two ways to assemble your golf tech stack — and where the industry is heading.

ALL-IN-ONE

One vendor, one platform



PROS

- Single contract
- Unified support
- Simpler IT mgmt.

CONS

- Lowest common denom.
- Slow to innovate
- Vendor lock-in
- Painful to switch

VS

BEST-IN-BREED

Purpose-built tools, connected by APIs



connected by APIs

PROS

- Best-in-class per category
- Faster innovation
- Swap one piece anytime

CONS

- More integrations
- Needs middleware
- Multiple vendors

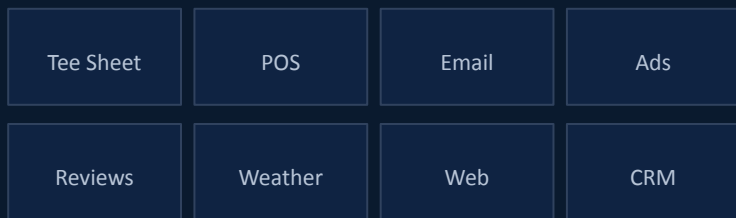
Best-in-breed wins when you have the integration strategy to support it — and that's where the industry is heading.

Disparate Data *is* Big Data

APIs let you pull data out. Now you have to put it somewhere useful.

BEFORE

Disparate systems, no truth



AFTER

One warehouse, one truth



"Big Data" is the paper trail of data that your disparate systems generate.

Big Data → Machine Learning → AI

Once you have a big pile of data, machines can learn from it.



Big Data

All your historical data — bookings, weather, customers, ads, reviews.



Machine Learning

Computers find patterns and make predictions from that data.



Artificial Intelligence

Predictions wrapped in a usable interface — chat, recs, search.

AI doesn't work without data. Data doesn't work without modern systems.

AI Vocabulary

Structured Data

Lives in databases. Rows and columns. Your tee sheet, POS, CRM.

Unstructured Data

Free-form. Emails, photos, websites, reviews, call recordings.

Machine Learning

A computer finding patterns in data and making predictions.

LLM

An ML model trained on text — predicts the next word in a sentence.

Skill

A set of repeatable instructions for an LLM.

Tool

A specific ability granted to an LLM, like a access to a folder or API endpoint.

MCP

A set of repeatable instructions for an LLM to use an API

Agent

An LLM with access to skills & tools for local use, and MCPs for external use.

AI is the 4th Industrial Revolution

Each revolution expanded what humans could do — this one expands the mind.

1760

Steam

Mechanized
production

1870

Electricity

Mass
production

1950

Computers

Digital
automation

2010+

AI

Cyber-physical
systems

We're here!

How AI capabilities have evolved

Each era added a new capability on top of the last — it didn't replace it.

01 1990s — 2015

Classical ML

Structured data

PREDICTS

Reads tables of historical data. Outputs a number or class.

02 2018 — 2023

Large Language Models

Unstructured data

GENERATES

Reads any text. Drafts, summarizes, answers, translates.

03 2024 — now

Agents

LLM + tools + actions

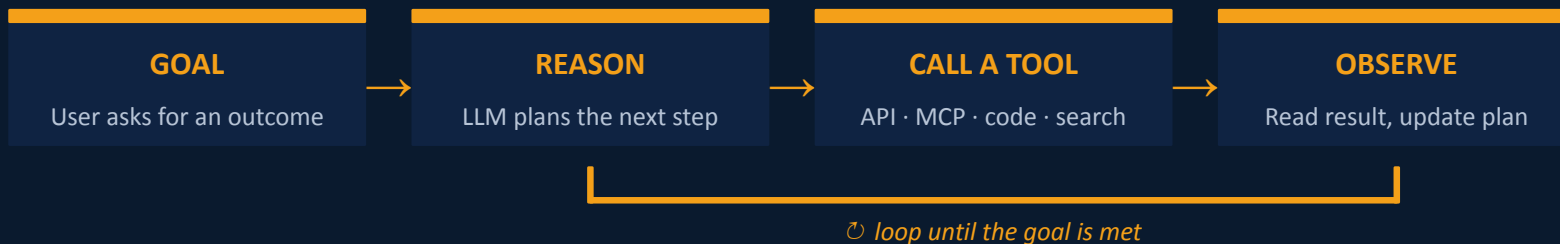
ACTS

Plans, calls APIs, completes tasks across multiple steps.

Predict → **Generate** → **Act.**

What an agent actually is

An LLM in a reasoning loop, calling tools to get a job done.



What a "tool" can be:

APIs

Call any service directly

MCP servers

Native access to your stack

Code execution

Write & run scripts

Web search

Fetch live information

Files

Read & write documents

Databases

Query records directly

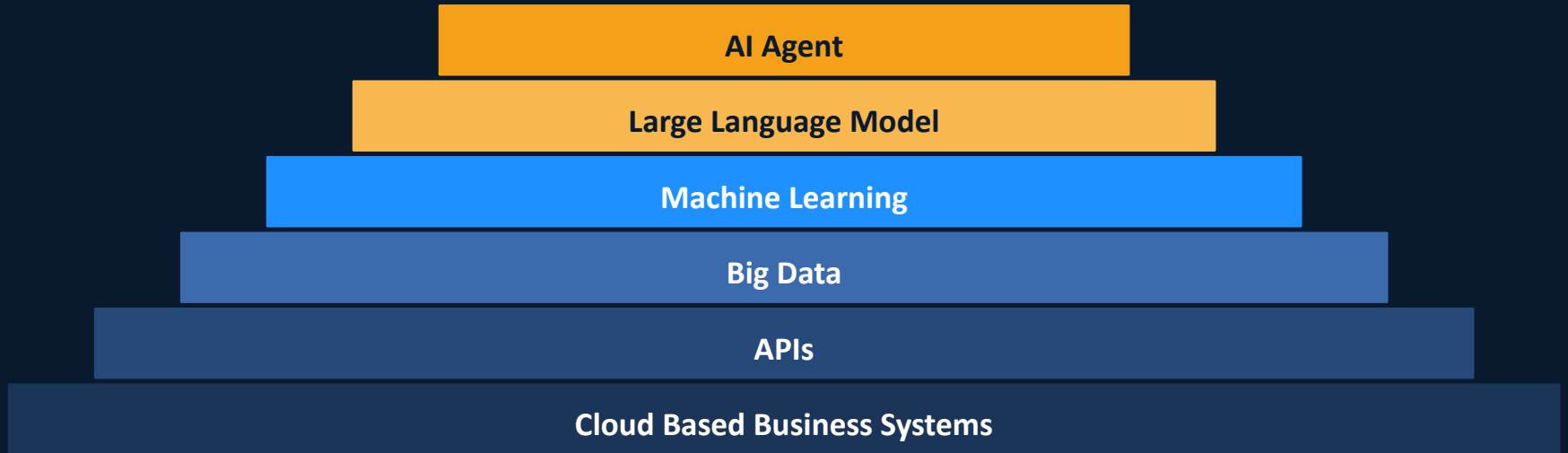
Other agents

Hand off sub-tasks

Computer use

Click & type — last resort

AI is built on a stack.



PART 02

The Business Agent Era



How to actually use LLMs with the systems you already own — and what changes if you do.

The prerequisite: modern systems, accessible data

LLMs are powerful — but only as good as the data you can feed them.



Cloud-based core systems

Tee sheet, POS, CRM, accounting — all hosted in the cloud.



Open APIs

Vendors must let you read your own data programmatically.



Centralized data warehouse

All systems flowing into one place, in a clean format.



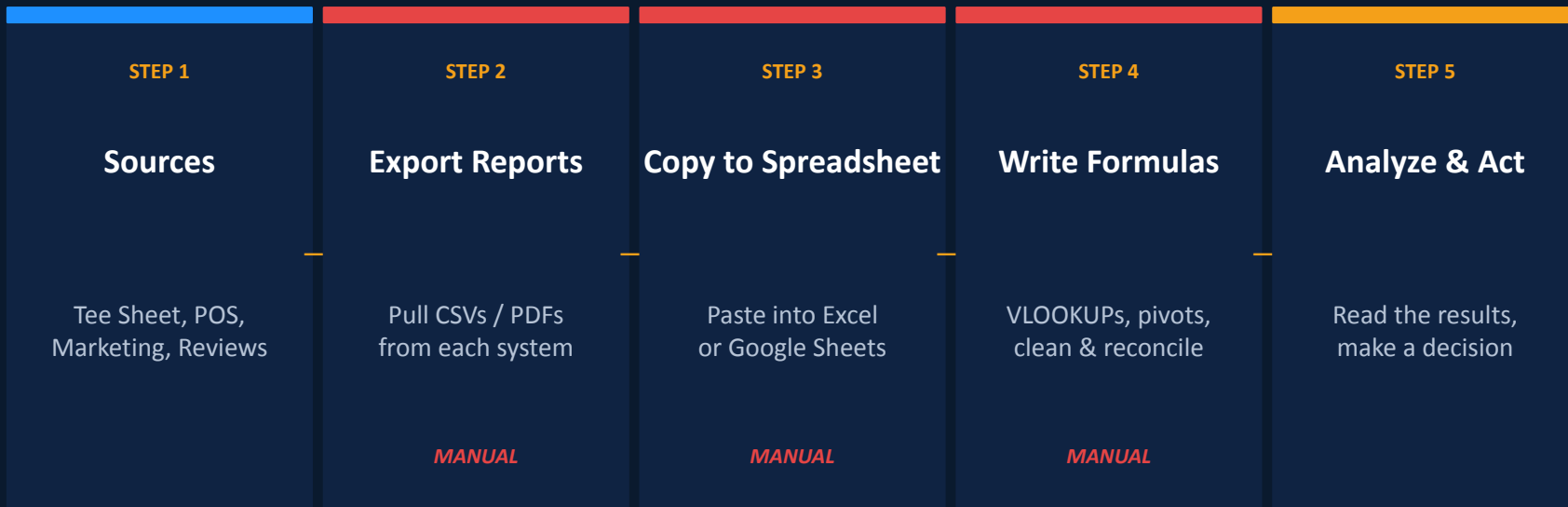
Governance & permissions

Who can see what, audit trails, retention rules.

If you don't have these — start here, not with ChatGPT.

Traditional Business Analysis Process

This is what business analysis still looks like at most golf operations.



Every step after Step 1 is human labor — and next month, the cycle starts over.

What "AI-ready" actually looks like

Sources → Lake → ETL → Warehouse → Destinations (including AI).



This is the architecture Metolius runs for 600+ courses. The pattern is the same regardless of vendor.

Coming Soon: Agentic Insights & Reporting

Drive AI Adoption with agents, not LLMs.

what was the slowest hour of the tee sheet last week?

> Reasoning 3.49s

To identify the slowest hour on the tee sheet last week, I first need to confirm which metric represents tee sheet demand.

Should I use:

- **Rounds (actual played rounds)**
- **Tee Times / Round Slots (booked tee sheet slots)**
- Or another specific tee-sheet metric you prefer?

Once you confirm the metric, I'll calculate last week's hourly breakdown using `tee_time_hour` on `fact_round_slot` (not `report_date` hour) and pinpoint the lowest-demand hour.

weather 📄 Weather-Adjusted Utilization

Coming Soon: Agentic Insights & Reporting

Drive AI Adoption with agents, not LLMs.

✓ Biggest Opportunity: 5 PM Was the Slowest Hour Last Week

Using **Weather-Adjusted Utilization** on the tee sheet (last week), the lowest-demand hour was:

🕒 5:00 PM (17:00)

- **Weather-Adjusted Utilization: 12.5%**

That is dramatically lower than the next slowest hour:

- 4:00 PM → 25.7%
- Morning peak (9:00 AM) → 88.6%

What This Means

Weather-adjusted utilization accounts for playable capacity, so this is not a weather distortion — it's true demand softness.

5 PM is significantly underperforming relative to:

- Morning core demand (7–11 AM strong)
- Midday (12–3 PM solid)

This is classic **post-work / pre-twilight dead zone** behavior.

Coming Soon: Agentic Insights & Reporting

Drive AI Adoption with agents, not LLMs.

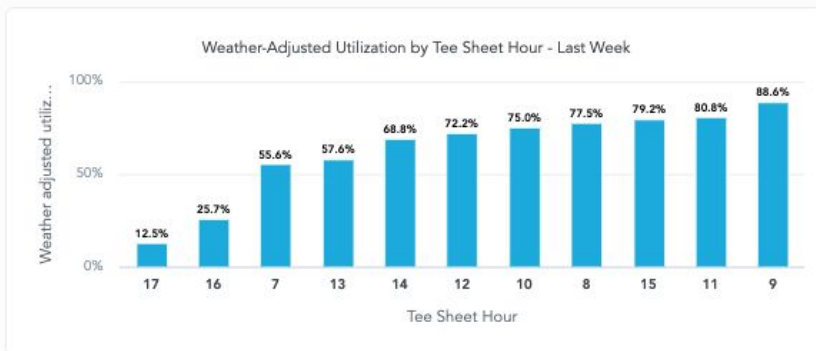
🎯 Actionable Next Steps

1. Test a **tight 5 PM "after-work 9-hole" price**.
2. Shift leagues slightly earlier to compress the gap.
3. Offer small-value add (cart bundle, range balls) instead of deep discounting.
4. Review no-show behavior in this window — sometimes perceived softness is operational leakage.

If you'd like, I can:

- Break this out by **weekday vs weekend**
- Layer in **RevPAR by hour** to see if pricing is the issue
- Compare to **last year same week** to see if this is structural or new behavior

Here's the hourly breakdown I used:



Coming Soon: Agentic Insights & Reporting

Drive AI Adoption with agents, not LLMs.

can you write an email with a campaign summary for my marketing director?

Subject: Tee Sheet Gap Identified – 5 PM Campaign Opportunity

Hi [Marketing Director Name],

Good news: core morning demand remains strong, with peak weather-adjusted utilization reaching **88.6% at 9 AM** last week.

The opportunity: **5 PM is materially underperforming at just 12.5% utilization**, less than half of 4 PM (25.7%) and far below midday levels (70–80%). Weather-adjusted utilization removes capacity distortion, so this is true demand softness — not a weather issue.

What This Tells Us

- We have a clear **post-work / pre-twilight dead zone**.
- This is structurally weak compared to the rest of the day.
- There is significant recoverable revenue sitting in this hour.

Recommended Campaign Strategy (Short-Term Lift)

1. Launch a **"After-Work 9" 5 PM featured rate** (tight window, don't discount the full afternoon).
2. Bundle instead of discounting heavily (e.g., round + cart value add).
3. Push via **email + SMS + social immediately** — position as limited weekday access.
4. If uptake is strong and utilization pushes past 85–90%, test a 10–15% rate increase and monitor RevPAR.

If the Gap Persists

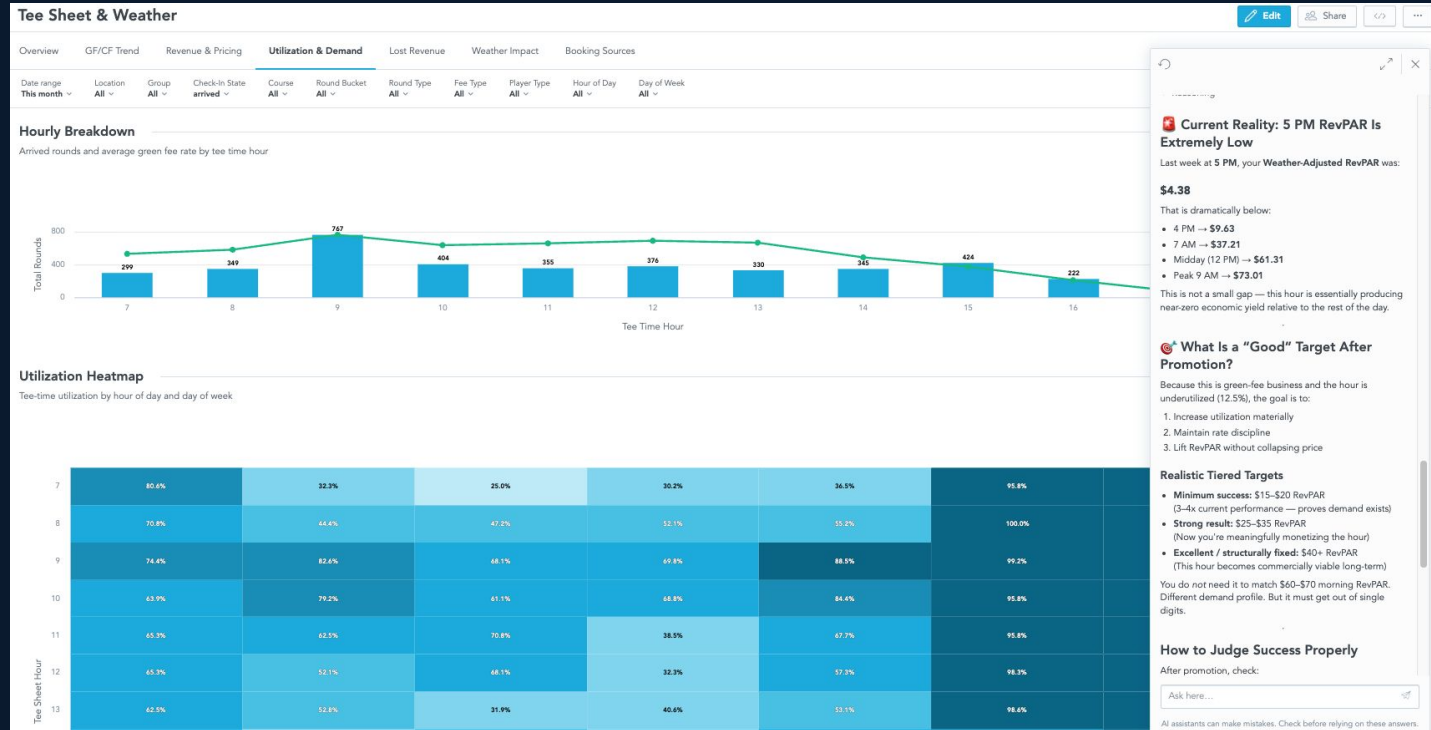
If this remains chronically soft after promotion, this hour likely needs structural demand (league, corporate group block, standing 9-hole program) rather than flash deals.

Let me know if you'd like a weekday-only cut, RevPAR overlay, or a year-over-year comparison before we launch.

Best, [Your Name]

Coming Soon: Agentic Insights & Reporting

Drive AI Adoption with agents, not LLMs.



Coming Soon: Agentic Insights & Reporting

Drive AI Adoption with agents, not LLMs.

The dashboard displays various marketing metrics and an AI assistant interface. The AI assistant has responded to a query about marketing campaigns with several recommendations.

Marketing & Engagement

Overview | Social Media | Content Performance | Paid Advertising | Website Analytics | Website Events | Reviews & Reputation | Website Purchases | **Booking Funnel** | Performance Analytics

Date range: This month | Location: All | Group: All | Host: All | Source: All | Medium: All | Event Name: All

Funnel KPIs

Booking funnel conversion metrics

Metric	Value	Context
Purchases	803	106% of 756 E-commerce Purchases (PY)
Purchase Value	\$202,829.92	102% of \$199,323.74 Website Event Value (PY)
Avg Value	\$64.37	
Conversion %	0.55%	
Sessions	146,247	

Booking Funnel

Step-by-step drop-off through the online booking widget

Website Event Name	Website Events
page_view	45k
session_start	45k
user_engagement	45k
scroll	45k
first_visit	45k
booking_widget_step_data	35k
booking_widget_step_players	35k
booking_widget_step_course	35k
booking_widget_step_tee_time	35k
booking_widget_step_confirmation	35k
booking_confirmation	35k
purchase	35k
click	35k
file_download	35k

Session Sources

Traffic sources driving sessions into the booking funnel

Source Detail

what type of marketing campaign should we execute to communicate this new promotion?

Good News First

You have a clean, isolated gap at 5 PM (12.5% utilization, \$4.38 RevPAR). That's not a pricing crisis — it's a **communication and demand activation opportunity**. This is a short booking window hour. That means broad awareness campaigns won't move it. You need **high-intent, fast-response channels**.

Recommended Campaign: "After-Work 9" Flash Activation

Primary Channel: Email + SMS (Immediate Push)

Why:

- You're targeting known golfers.
- Booking window for this hour is short.
- You need instant response.

Execution:

- Subject line urgency: "Your 5PM Tee Time Just Got Better"
- Clear time box: Valid Mon–Thu, 4:45–5:15 PM starts
- Limited availability language (don't discount entire afternoon)
- Direct booking link to filtered tee times

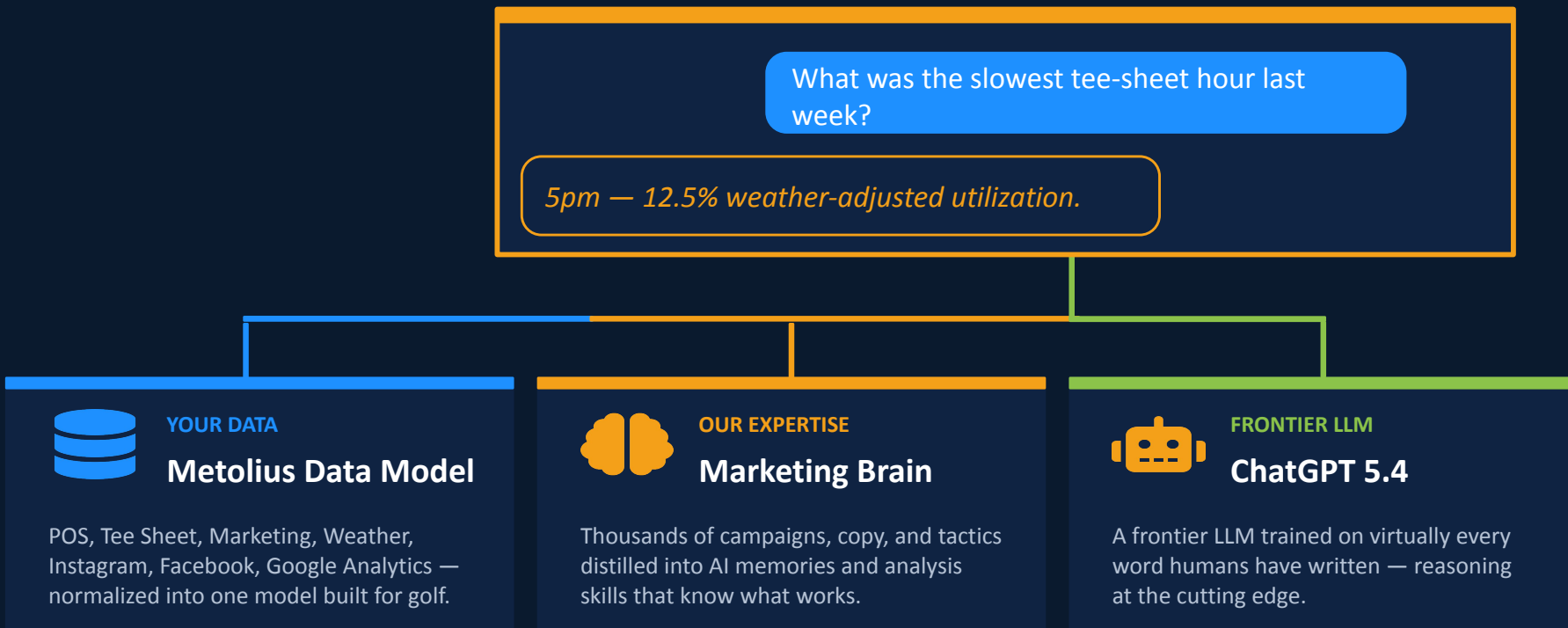
This is your highest ROI move.

Paid Social – Tight Geo Target

AI assistants can make mistakes. Check before relying on these answers.

How it works

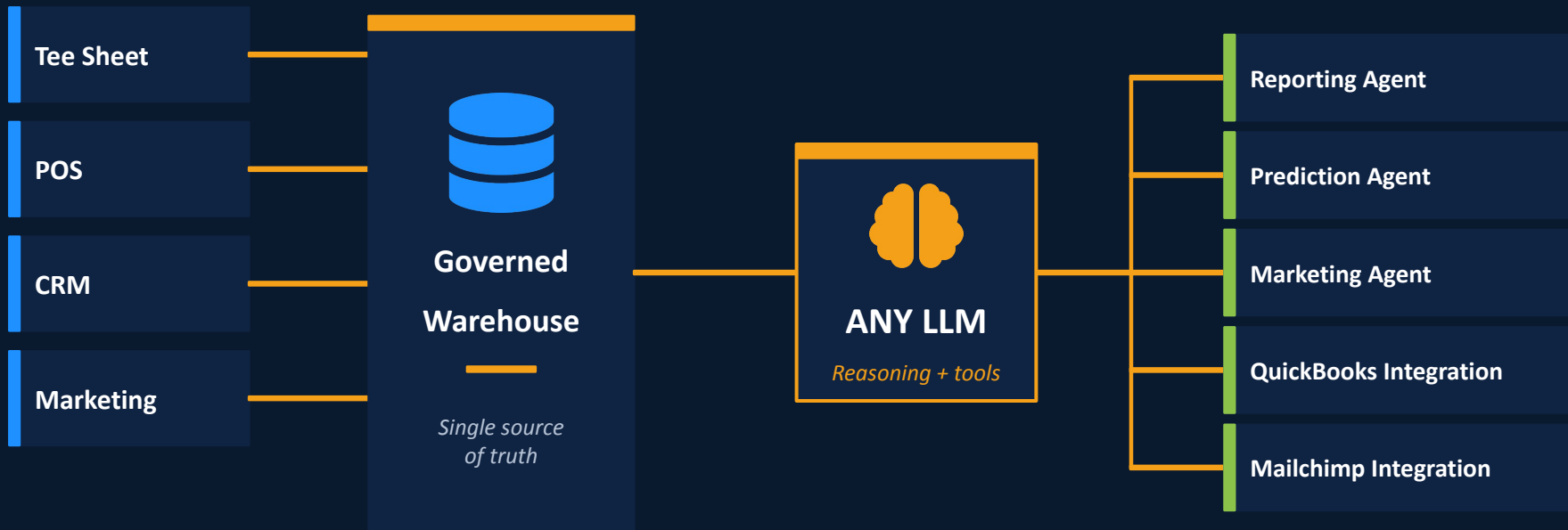
One agent, three power sources — your data, our craft, and a frontier model.



Agentic Workflows: the next step

When the data is governed, agents become a layer you can build any workflow on.

SOURCES



One LLM, many agents. Each one wired into your data — and into the systems where work actually gets done.

LLMs amplify what's already there.

They can't fix bad systems or trapped data. Modernize first, then layer AI.

01

Audit your stack

Cloud apps? APIs? Where does your data live? Is it consolidated?

02

Pick one workflow

Notetaking, reporting, auditing, email drafting, segmentation, inventory, thank-you notes — whatever has the least risk and most repeat value.

03

Train your team

One person on staff who's prompt-fluent saves 5+ hours per week across the org.

PART 03

The Booking Agent Era

What changes when your customer's AI talks to your booking engine — instead of your customer talking to you.

Search has already changed

Google AI Overviews launched May 4, 2024. Organic traffic to golf websites is down sharply.

-13%

search traffic decline

*Across 238 US & Canadian golf courses
Calendar Year 2025 vs 2024*

Source: Metolius Internal Analysis

What's happening

Google now answers questions directly with AI Overviews — using your website as a source.

The user gets the answer **without ever clicking through.**

Your website is now a source — *not a destination.*

Your website's role is changing

From destination to source.

YESTERDAY

Website as destination

User → Search → Click → Your website → Decision

- You controlled the narrative
- Beautiful design = competitive edge
- SEO drove traffic

TODAY

Website as source

User → AI → Answer (using your site as fuel)

- AI controls the narrative
- Clarity & structure beat design
- AEO/GEO is the new SEO

What comes next: agents that book for you

Agentic AI doesn't just answer questions — it takes action.



This already works for flights and hotels. Golf is next — if your booking engine can talk to agents.

What this means for your website

Optimize for the machine first — humans who land on it benefit too.



Be explicit & structured

Clear headings, schema markup, FAQ pages, fact tables. AI loves clarity.



Answer questions directly

Don't bury rates, hours, location, dress code. Put the answer in the first sentence.



Keep it consistent

If your address differs across Google, Yelp, and your site, AI may pick the wrong one.



Track AI traffic separately

Watch click-through-rate decline. Measure brand searches and direct visits as the new signal.

What this means for your booking engine

If your booking engine can't be reached by an agent, the booking won't happen.



Open booking APIs

Inventory, pricing, rules — exposed in a documented, machine-readable way.



Real-time availability

Agents won't tolerate stale data. If it says open, it has to be open.



Standardized pricing rules

Twilight, weekend, member, dynamic — explicit and queryable, not buried in a UI.



Uses Agentic Protocols

MCP, A2A, AP2, UCP are all agentic commerce tools driving the future.



Identity & consent ready

Auth flows that let an agent act on behalf of the user, securely.

Ask your booking vendor TODAY: "Can an AI agent book a tee time through your API?"

The booking is moving into the LLM.

Make your website and booking engine ready for an agent that's never going to look at a button.

01

Restructure your website

Schema markup, FAQ pages, clear answers up top, consistent NAP data everywhere.

02

Audit your booking engine

Open APIs, real-time inventory, machine-readable pricing rules, agent-friendly checkout.

03

Own the customer relationship

Email lists, loyalty, direct app — assets that don't depend on Google sending traffic.

RECAP

Three things to take away.

1

AI sits on a stack.

Cloud → APIs → Data → AI. Build the layers below before chasing the buzzword.

2

LLMs amplify what's there.

Modernize your systems and unify your data first. Then the productivity wins are easy.

3

The booking is moving into the LLM.

Your website and booking engine need to be readable — and bookable — by AI agents.

Questions?

Ross Liggett

Founder, Metolius Golf

ross@metoliusgolf.com

metoliusgolf.com

Thank you.