

Pace Manager Systems®

“Improving the Pace of Play:
It Can be Done!”



Golf Convergence Podcast
July 15, 2015

Does this look familiar?



Recognizing the Pain of Slow Play

For players, it's...

- Waiting
- Frustration
- Anger
- No fun
- Long round times
- No value for time and \$\$ spent

Recognizing the Pain of Slow Play

For managers, it's...

- Lost Reputation
- Lost Revenue
- Early Discounting
- Customer Complaints
- Lost Market share
- **Poor quality product** - inconsistent round times

Why Hasn't the Cure Been Found?

Because three myths continue to cloud our view!

Myth #1: “A round of golf should take four hours”

Myth #2: “Players are the cause of slow play”

Myth #3: “If I improve the pace of play, I'll lose money”

Myth #1

“A round of golf should take four hours”

This myth causes unrealistic expectations
for managers and players!



USGA 2013-14 Survey Data

For more than 66% of golfers, their ideal round is < four hours.
For facilities, their ideal round is slightly longer.

The USGA® Pace Rating System

An objective measure of what the time to play should be

Pace Rating and Time Pars based on

- Length time
- Obstacle time
- Green to tee distance time
- Halfway house time

So now, for any course, we can accurately define “slow.”

Myth #2

“Slow players are the primary cause of slow play”

For years this myth has caused us to
focus our efforts on just one side of the equation!



USGA 2013-14 Survey Data

**74% of facilities believe that players are most responsible for slow play.
Interestingly, 77% of golfers believe it too!**

C'mon, everybody knows it's the players!

"We waited on the group ahead of us all day long"

"They lost a ball on every hole"

"Our round was over 5 hours"

"Each player took six practice swings"

"It is called SLOW PLAY, isn't it?"

Five Major Factors™ that Impact the Pace of Play

Everything that causes waiting falls under one of these.
(And guess what? We're in charge!)

- | | | |
|--------------------------|-------|-------------------|
| 1. Management Practices | ————→ | We control |
| 2. Player Behavior | ————→ | We control |
| 3. Player Ability | ————→ | We manage |
| 4. Maintenance Practices | ————→ | We control |
| 5. Course Design | ————→ | We manage |

Five Factors: #1 Management Practices

What is under our control:

- Operational decisions
- Managing the flow and pace of play

Immediate benefits of taking control:

- Create quality and a great playing experience
- Create and fill more high value starting times
- Increase revenue

Five Factors: #2 Player Behavior

We can control “slow player” behavior with:

- Policies
- Starters
- Feedback and communication
- Training and etiquette
- Marshals and caddies
- Play when ready
- Continuous putting



Five Factors: #3 Player Ability

Each player on the right set of tees

- Forced carries
- Two woods and a wedge
- Range setup

The short game

- Clinics and lessons
- Hole location



Five Factors: #4 Maintenance Practices

Course setup:

- Hole locations
- Tee marker, location and alignment

The course:

- Green speed
- Length and location of rough
- Location of extreme rough
- Rough and water hazards



Five Factors: #5 Course Design

The impact of course design on pace of play

- Sequence of holes
- Obstacles
- Green to tee distances
- Blind shots

Pace Designer Systems® provides computer simulations of pace of play and provides detailed management recommendations while the course is under design or redesign

Our Overall Goal

The goal of improving the pace of play is to improve the quality, consistency and value of our product.

And our product is **The Playing Experience**



USGA 2013-14 Survey Data

74% of golfers strongly agree that pace of play is critical in contributing to ones enjoyment of a round of golf – i.e. The Playing Experience – and is more important even than cost.

Producing a Great Playing Experience

Components of the experience

- Physical Component: a well-maintained course
- Emotional Component: a smooth pace of play



Is Golf Too Expensive?

To play your course, your customers must spend these three **currencies**:

- **Emotion** – *“I’ll be waiting on every shot, it’s too frustrating and no fun.”*
- **Time** – *“Round times are inconsistent. I don’t know and the course doesn’t know how long it will actually take to play. I better not even try.”*
- **Money** – *“If I can’t afford the first two, I won’t play no matter how little it may cost.”*

Producing a Great Playing Experience Requires a Willingness to Change

We help you facilitate change by:

Getting management out on the course every day!

Training all staff!

Implementing a tailored improvement program!

Establishing daily performance metrics!

...all in just three days!

Thanks for taking up the challenge
and remember...

Make the commitment, the
Pace of play *can* be improved!

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