



TECHNOLOGY TRACK - Session 802  
Wednesday, October 2nd  
3:30 pm - 4:30 pm

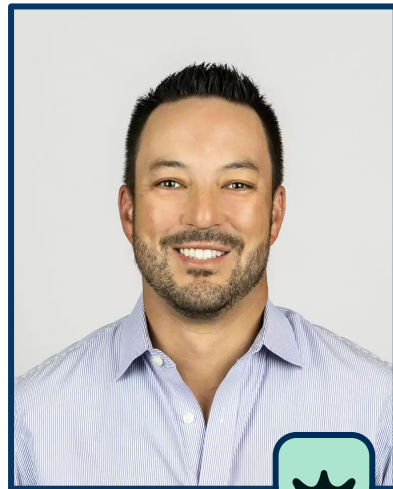
# How Technology Enhances Operations and the Golfer Experience to Increase Profits



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**JJ Keegan**  
JJ Keegan+



**Colin Read**  
Whoosh



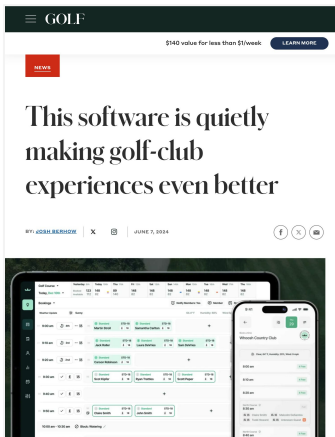
**Ian Blunt**  
Inrange



**Bodo Sieber**  
Tagmarshal

# What's new with Whoosh?

## The Next Generation of Golfers is Driving Golf Technology Forward



**NEW**

\$140 value for less than \$1week [LEARN MORE](#)

### This software is quietly making golf-club experiences even better

BY JESSIE BERNDSE | X | JUNE 5, 2024

## Larry Fitzgerald Jr., Andy Roddick Among Investors Golf's Whoosh

Erik Matuszewski Contributor @ Erik Matuszewski's coverage spans golf businesses, news & destinations

Follow

Jun 6, 2024, 04:00pm EDT

Updated Jun 7, 2024, 10:19am EDT



**Square**  
Preferred Payments Partner

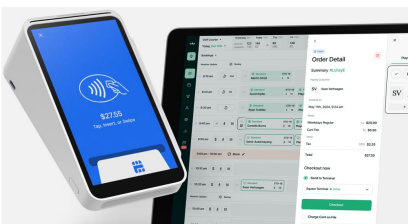
Square is one of the leading point-of-sale solution providers for businesses of all sizes.

[Read More](#)



## Whoosh's Expansion into Public Golf

 **Colin Read**  
Co-Founder & CEO at Whoosh



## WHOOSH AND SQUARE PARTNER TO DELIVER COMPREHENSIVE SOLUTION



## The Rise of Entertainment Destinations

 **Whoosh, Inc.**  
2,279 followers



## Whoosh Expands Industry Leading Platform to Deliver Full Activity Management

Introducing a New Standard in Public and Semi-Private Facility Management

# WHAT'S NEW WITH INRANGE?

Concept Design & Architectural services

Financial feasibility & modelling

Supplier selection

Technology API integrations

Branding & Marketing activation



Inrange® Consulting is flourishing



Building Next Gen ranges with Inrange®



Intelligent practice coming soon

# What's New with Tagmarshal?



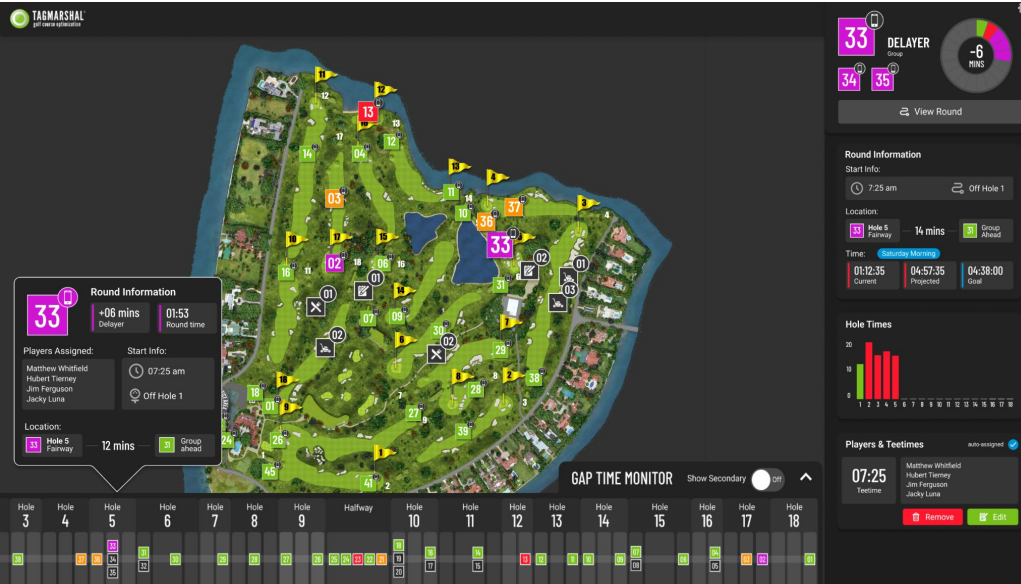
**75 MILLION+**  
ROUNDS TRACKED



**1 BILLION+**  
DATA POINTS COLLECTED



**600+**  
TAGMARSHAL PARTNERS

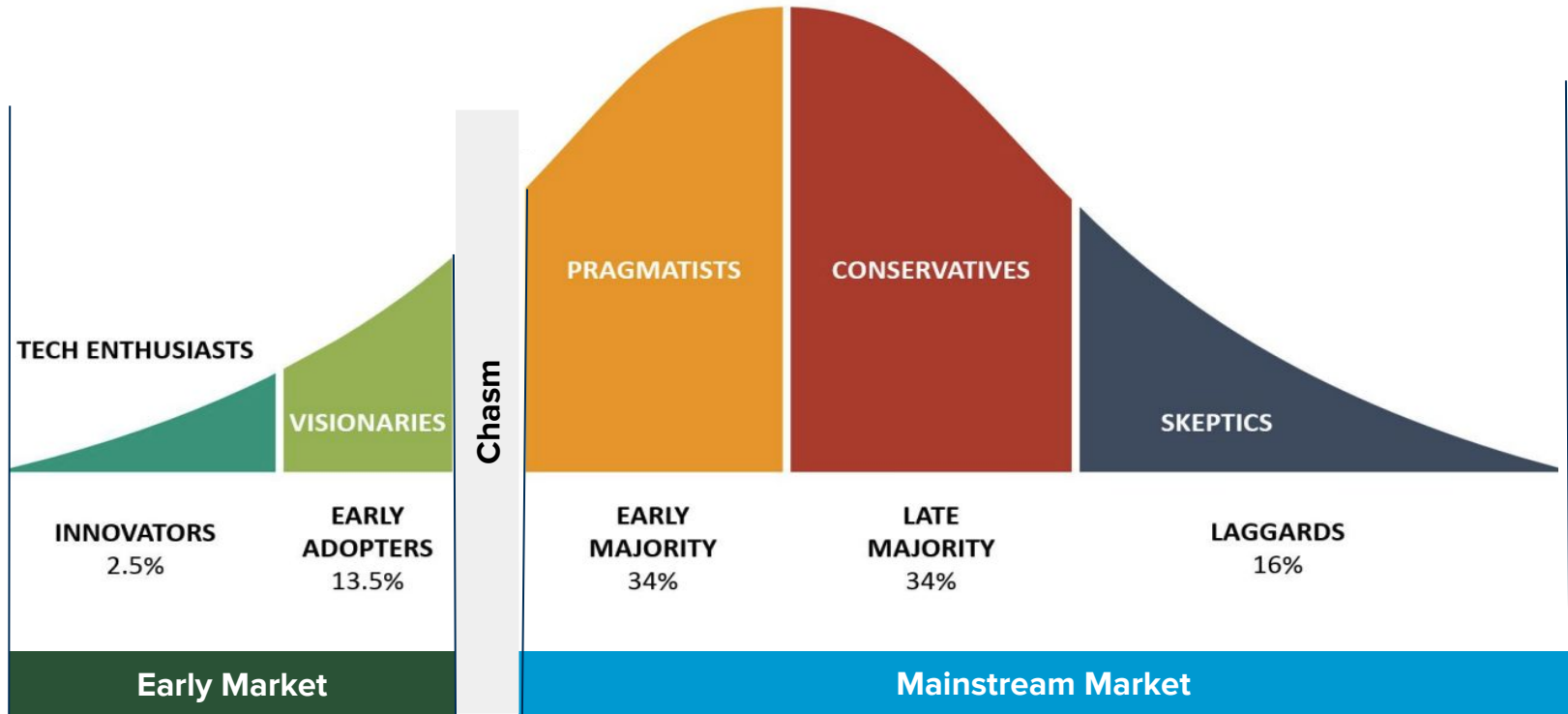


## Smarter operations made easy:

- Customizable Tagmarshal 4.0 launched
- Series A investment
- Continued innovation [AI optimizer]



# Where is the Golf Industry on this Curve?





## The Golf Industry Are Latent Adopters

Branded Website	12,088	91.70%
Google Verified Business Listing	8,514	64.60%
Facebook Primary Marketing Vehicle	797	6.00%
No Web Presence	283	2.10%
Online Tee Time Reservations	8,699	66.00%
Golf Courses Using Computer Based Software		88.00%
Golf Courses Using Cash Register or Comparable		12.00%













Why the  
bottleneck?



# Why the Generation Gap Between Golf's Decision Makers and the Customer is **Adversely** Impacting Profits?

Baby Boomers General Managers	Gen X Asst Managers	Gen Y Staff & Today's Golfer	Gen Z Today's Golfer
1945 to 1960	1961 to 1980	1981 to 1995	After 1995
 <p>Television</p>  <p>Face to Face, Telephone</p>	 <p>Personal Computers</p>  <p>Email</p>	 <p>Smartphones, Tablets</p>  <p>Online Messaging, Texting</p>	 <p>3D Printing, Driverless Cars</p>  <p>Social Media, Facetime/Zoom</p>

PUBLIC

PRIVATE





Aptitude of Staff < 30%

Customers

Status Quo Disruption

Failure to Realize ROI

Inability to Differentiate Solutions

Procurement Process

Daily Focus vs. Strategic

Portfolio Wide Deployment

# Barriers

# Why is data key?

Technology creates data that can be retrieved, manipulated and analyzed to make decisions.



\* Big Data Insights and Opportunities, CompTIA

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

**When multiple data sources are not connected data is compromised.**

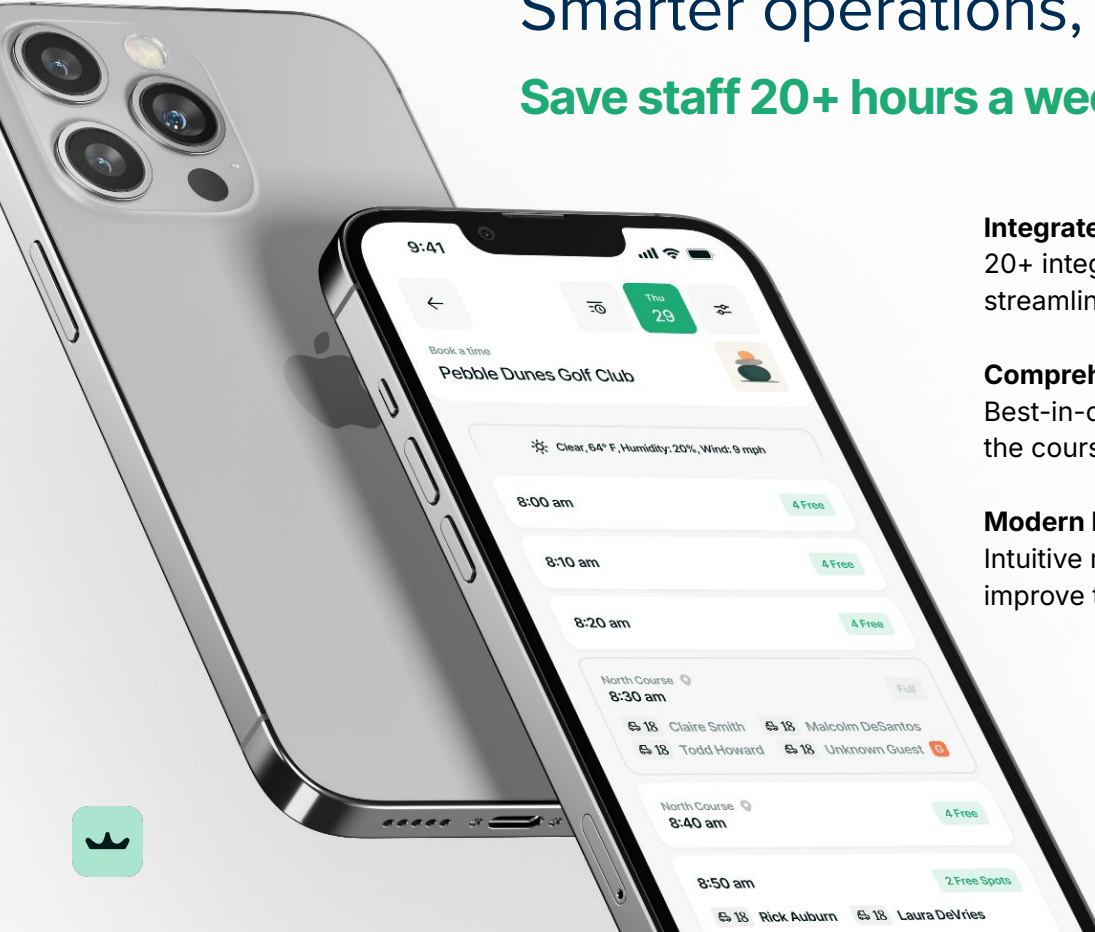
- Software should be regularly updated.
- Systems resistance to share information.
- Maintenance of data sources requires cross-functional participation.

Today's Tech Leaders Will Show You How to Cross the Chasm



# Smarter operations, better hospitality.

Save staff 20+ hours a week with better workflows & data



## Integrated Data & Workflows

20+ integrations (& growing) to streamline workflows.

## Comprehensive Offering

Best-in-class solutions from the course to the clubhouse.

## Modern Booking Apps

Intuitive mobile apps to improve the digital journey

## Better Hospitality

Accessible notes, photos and 360° customer data

## Data Driven Insights

Industry leading data with customizable dashboards

## Tablet & Cloud Based

Enables staff to be where your customers are

## Customizable Access Rules

Handles the most complex membership & access rules





# STEP-CHANGE in revenue



**GOLF**

**26 Bays**

**+\$200k**  
(with tech)

**+\$500k**  
(with Inrange)



**SOCIAL**

**58 Bays**

**+ \$1.8mil**  
in social golf revenue



**MULTI-BAY**

**60 Bays**

**\$670k**  
in corporate bay  
bookings



**F&B**

**New Build**

**70%**  
of ball sales revenue  
matched by F&B



**inrange®**

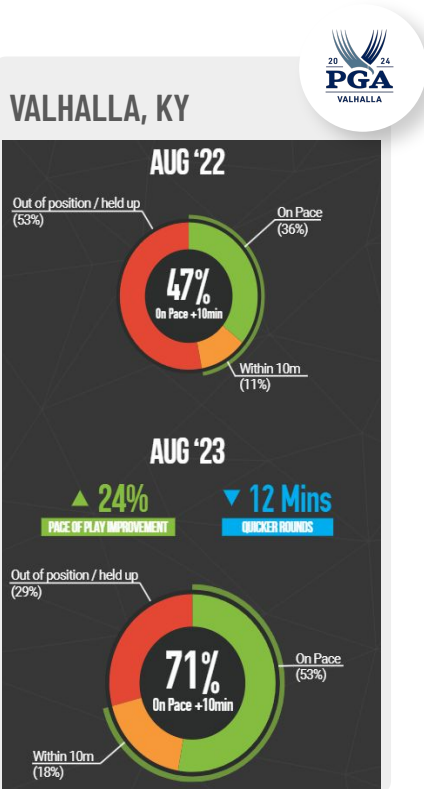


# Optimizing Pace & on course operations to Boost Revenue



## Built for ROI:

- Optimize your club's economic engine
- Enhance the Player Experience
- Improve Labor efficiencies through automation
- Optimize revenue
- Willow Springs: +\$500k Year 1
- FieldStone: +85% Green Fees 3 seasons



# “How do I get started on Monday?”



**“What is the #1 thing tech will do for my business?”**



