

Golf Center Information/Questions

Rates

- What is the current range of hourly rates?
Depends on location - approximately the price of mid range upscale course in the area – anywhere from \$25 to \$70 per hour or X \$'s per round.
- What is the most common form of payment - hourly, membership, leagues?
Hourly - allows to book time ahead
- Membership levels/plans – what are costs/best practices for the following: Offer all options
 - Full membership
 - Monthly Membership
 - Additional fees for simulator rental w/ membership plan
 - Corporate Memberships
 - Family Memberships
 - Leagues
 - Other

Simulator

- Is Golf Course play the most popular?
Yes, and driving ranges for indoor centers renting time
- Which courses are most popular?
Personal preference, however big name courses such as Pebble Beach and scenic courses – mountain courses like Banff Springs
- How often do players review the club head data?
Frequently
- Do players use the club comparison?
Frequently

Hours

- What hours are most golf centers open?
Usually late morning to late evening
- What are the peak times?
Lunch time, evenings, weekends
- What hours have the lowest utilization?
Weekday mornings
- What hours are used for league play?
Usually evenings – however some have morning seniors leagues
- What hours are most popular for children?



High Definition Golf ~ The Professional Studio
13920 Hwy 9 N Suite 150
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866.811. BEST (2378)
770.619.1811 (P)
www.highdefinitiongolfsimulator.com

Add-ons

- Instruction
 - Do most golf centers offer instruction? **Yes**
 - Do most golf centers offer special kids programs, hours, etc? **Yes**
 - If instruction is available, is the instructor a PGA member? **Should be**
 - Is instruction 1) popular 2) profitable 3) requested? **Yes**
- Restaurant
 - Do most centers offer food service?
Yes, and we have feedback from the industry that the typical revenue stream from (licensed) food and beverage locations amounts to approximately 30% to 40% of revenue against hourly simulator rental.
 - What type of food service is offered – bar food, full menu, etc?
Typical bar menu – snacks, sandwiches, pizza
 - Is food service profitable or just an amenity
Profitable
 - Is alcohol served – beer, wine, full bar?
Absolutely
- Additional Amenities
 - Golf Equipment Sales?
Some have but minimal and depends on space
 - Fitness – Training?
Some locations offer this as additional amenity/niche
 - Other? – Pool table, darts, jukebox, tv's etc...
TV's for sure – seldom see other things like darts, pool, etc. (people go to play golf – unless its more of a “family fun center”)

Facility Design

- Are plain hitting bays available, if so are they well utilized?
No – people would rather hit on simulator where they can see ball flight and get shot data
- What is the optimal number of simulators to start?
Economic “sweet spot” seems to be between 6 and 15 simulators depending on immediate golfer population draw from an approximate radius of 25 to 40 miles
- Is a separate area beneficial for “special events”?
A separate golf room is very good for various events incl: corporate, parties & instruction



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Golf Center Management System

One integrated software solution allows indoor golf centers and other multi-simulator installations to:

- Book tee-times (manual & on-line)
- Manage league play
- Download player scores & stats from simulators
 - Print out, save to a CD or email to golfer
- Download video from Swing Analyzer
 - Download to CD, email to golfer
- Review simulator time usage, number of golf shots, etc.
- Place promotional ads
- Internet connection for remote competition
- Store leader board for multiple simulator competitions

System includes a Dell Precision Workstation, Pentium 4 computer, 19" LCD flat panel monitor, and IST Specialized Software Package.



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