

DECEMBER 2, 2020

## OPINION

### F&B Trends Transforming Courses into Entertainment Venues, with Benefits Beyond the Bottom Line

By JJ Keegan, *Envisioning Strategist and Reality Mentor, JJKeegan+*

What if an individual comes to your golf course and offers to pay you 100% of the rack rate for 100% of the tee times? The only caveat is that no one can play your golf course that day. Would you make the deal? What if, as an incentive, they offer to bring 360 people from the metroplex to your facility who will only walk on the cart path for six holes? Interested? What if they provide you the opportunity to market to these 360 people, among whom at least 50 are likely to be golfers, your various instructional clinics, leagues, and the unique features of your golf course. Are you in? One of Colorado's most talented professionals is Matt Schalk, PGA, and General Manager at Colorado National Golf Club, home for the University of Colorado Buffaloes golf team. He views his facility not as a golf course but as an entertainment venue...

[READ MORE >>](#)

### 5 Ways to Increase Direct Tee Time Reservations (and Stop Relying on Third-Party Marketplaces)

By Brent Miller, *Director of Sales & Marketing, Brown Golf*

Third-party marketplaces have their place. If your golf course is in a higher sought after golf destination... and less than 2 years old... and you are competing with a popular golf trail or a well established name brand golf course... and you don't have a booking engine on your website... then a third-party marketplace is perfect for you. That might sound a little harsh but, the fact of the matter is that the impact from the exposure that third-party marketplaces can provide for most golf courses is over. The age of the internet has been upon us for decades now and most golfers know where they want to play, and where they are going to play... no matter where the tee time is available for sale. [READ MORE >>](#)

## FROM AROUND THE INDUSTRY

- [Is your super... super? TurfNet is taking nominations for 2020 Superintendent of the Year](#) (Turfnet)
- [How To Raise A Golfer](#) (Golf Digest)
- [Bill Neal, African American Golf Course Owner, Relishes His Dream](#) (African American Golfers Digest)
- [How Phil Mickelson rescued The Match 3 venue from financial duress](#) (Golf.com)

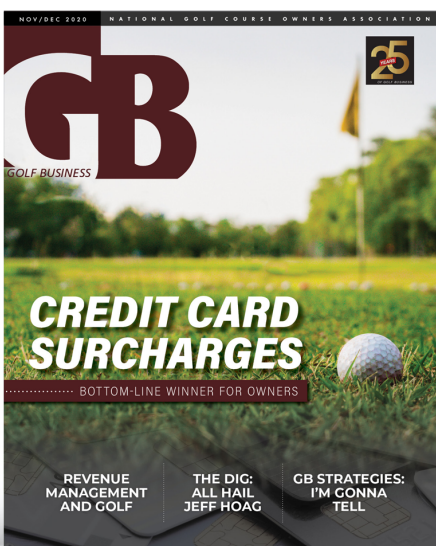


LEARN MORE



NGCOA Smart Buy SUPPLIER

## GOLF BUSINESS MAGAZINE - NOVEMBER/DECEMBER 2020



### COVER STORY: Credit Card Surcharges— Bottom Line Winner for Owners

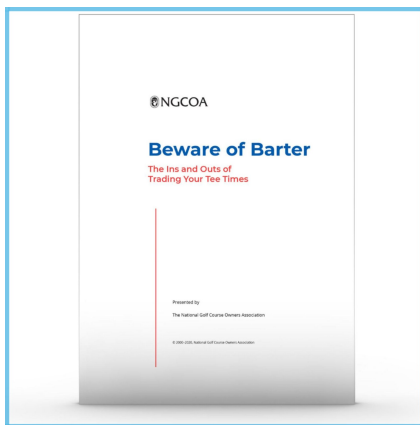
Letting golfers pay with credit cards is a benefit for course operators, but sacrificing large sums of money to do it is misery. There have been two reasons for enduring that pain... [READ MORE >>](#)

### Innovation Award Winners, Nano Septic Considers Club Safety

Heading into the new year, practically all facets of society, and every entertainment, sports, leisure and travel business, is still seeking the most effective and efficient solutions to protect themselves and their customers from catching COVID's harmful pathogens... [READ MORE >>](#)



SAVE THE DATE: [Golf Business Conference 2021](#) is set for Jan. 25-27. This is a can't-miss conference for golf course owners and operators!



Find Golf USA Tee Time Coalition information and resources in NGCOA's Advocacy Center. [Visit Tee Time Advocacy](#) to learn more!



The Golf Business Podcast brings you a new piece of original, curated, informative content to help your golf course business thrive and grow.

## Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. [CLICK HERE](#) to subscribe.

## GOLF BUSINESS MAGAZINE

291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262

