

MARCH 17, 2021

OPINION

Big Data for Golf Courses? *KISS It Instead*

By Harvey Silverman, Silverback Golf Marketing

How is it that 25 and more years ago, golf courses filled their paper tee sheets daily, and the only “data” they had was what the cash register spit out at the end of the day for reconciliation? True, there were more golfers and fewer places to play. But still, simple local awareness produced lots of toes on the tees. I’ve watched my last webinar and education session and read my last white paper about Big Data and Business Intelligence for golf courses. Instead, I went to a data profiling company I’ve used for years. “Big data” is their business, and I wanted to learn how it might apply to golf courses. (A mutual non-disclosure agreement prevents me from revealing the company’s name, but I can direct you to them if I’ve piqued your interest after reading this article). The first thing said to me was, “Keep It Simple,” keeping out what typically the last “S” stands for... [READ MORE >>](#)

Check Your Alignment... For Golf Outings: Do You Need to Modify Your Approach?

By Paul Courter, COO, Perfect Golf Event

What does your course provide for charity golf outings? Is it aligned with what fundraising event organizers need? The closer your services and sales approach match the organizer’s objectives, the more success you will have and revenue you can generate. When contacted for a potential event, the initial reaction by most course operators is to send them their standard “Tournament Services” packet. In reviewing over 50 of these from various golf courses across the country, we found that 90% of courses take the same approach... [READ MORE >>](#)

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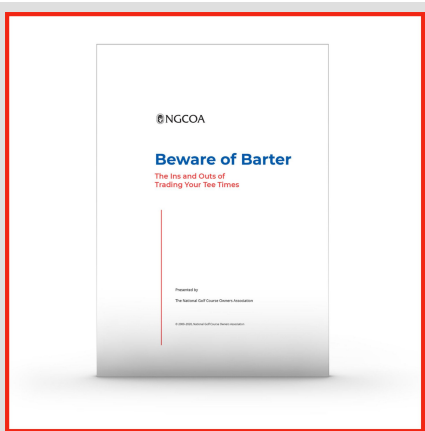


The Evolution of Golf Culture — Jay Karen (NGCOA CEO)

I am sitting down to pen this column nine months to the day after the death of George Floyd, which catalyzed an acceleration of the perpetual grappling and reconciliation of racism in our society. It can feel trite to try and build a bridge between the tragic and senseless loss of life to diversity in golf, but they are both underpinned by a very long history of estrangement among Americans based on skin color, ethnicity, gender, etc... [READ MORE >>](#)

Tubac Golf Resort & Spa... Where Past & Present Intertwine

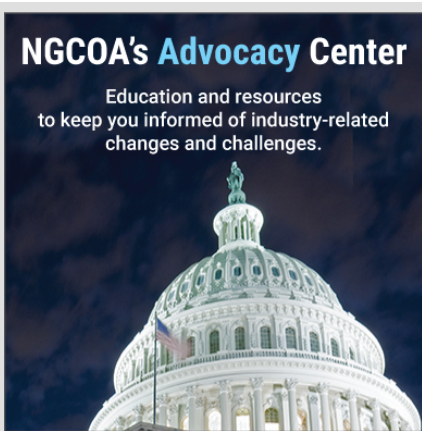
Variety is the spice of life at Tubac Golf Resort & Spa, in Tubac, AZ. When in 1959 a group of businessmen, led by crooner Bing Crosby, bought the historic Otero ranch, dubbing it the Tubac Valley Country Club, the land had been settled since the 1700s... [READ MORE >>](#)



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

