



Billy Casper Golf Using Alternative Golf to Solve Revenue Woes

With more than 460 million rounds played in 2014, golf continues to be among America's most popular recreational activities. While the Great Recession took some wind out of our flags, the industry remains hungrier than ever.

At Billy Casper Golf (BCG), we are constantly seeking ways to reinvent "traditional golf." To increase accessibility and ensure sustainability, our team is making the game more fun, casual and inclusionary to attract new generations of golfers and non-golfers. This is not a ground-breaking idea; in fact, it has been the focus of many leading golf organizations for several years. Unfortunately, to this point there has been little change to the strategic landscape of the industry.

In this article, we will share some of the most exciting alternative golf programs we have recently implemented at our facilities, and the tangible results that have followed as a result.

GolfBoard



The biggest thing to hit the golf industry since titanium drivers, GolfBoards are providing golfers with fun, fast, and active experiences. Powered by a rechargeable, lithium-ion battery, guests "surf the earth," traversing fairways at 6 to 14 mph. Easy to operate and backed by a safety-first mantra, GolfBoarding engages core muscles to maneuver and turn.

General Managers are also enjoying this new-add to the course. By surfing directly to golf balls, pace of play has decreased by more than 30 minutes, shrinking tee time intervals and increasing rounds and revenue. Our surveys show nearly 75% of golfers would visit a course more frequently because it has GolfBoards. Additionally, our facilities have been able to charge between a \$5 and \$10 premium for use of a GolfBoard as opposed to a traditional cart.

Watch golfers enjoy surfing the earth here:





FootGolf

Exploding in popularity, FootGolf is a golf-soccer hybrid that has found a firm footing (yes, pun intended) and incremental revenue at our courses. Each hole is assigned a “par” and players tee off using a soccer ball, strategically kicking it until they make it in the 21-inch cup. The holes are cut into the rough to protect conditions of fairways and greens.

At Generals Ridge Golf Course in Manassas, VA, FootGolf generated an extra 1,500 rounds and more than \$20,000 in 2014. Guests flock to our courses for FootGolf events, outings, leagues and tournaments; High Bridge Hills Golf Club in High Bridge, NJ is even home to the reigning Spanish FootGolf Open champion.

Inexpensive to install, this unique sport is often played side-by-side with traditional golfers and is drawing new audiences while returning healthy ROI in a matter of months.



Women On Course

Accounting for nearly 40% of beginners and 25% of occasional players, women represent one of golf’s fastest growing demographics. Through our Women on Course (WOC) programming, courses are embracing ambassador roles of introducing women to the game. A supportive atmosphere is par for the course at all WOC golf and non-golf events, which include “Clinic & Cocktails,” “Play Days,” and “Wine Without the 9.”

Inciting industry change and generating revenue, this program offers event management services, and course owners and operators who partner with WOC are transforming their properties into more female-friendly environments by shifting the focus away from score and competition. Sanctuary Ridge Golf Club in Clermont, FL, has increased WOC membership from four to 60 in six months, attracting local women for golf and other social events.



World's Largest Golf Outing

The appropriately named “World’s Largest Golf Outing” (WLGO) was first held in August, 2011. The brainchild of BCG Chairman and CEO Peter Hill, WLGO is a simultaneous golf outing hosted at more than 125 facilities across America to benefit Wounded Warrior Project. In five years, the WLGO has greatly contributed to golf’s \$4 billion annual charitable impact, raising more than \$3 million for Wounded Warrior Project. Furthermore, WLGO is being embraced by the golf industry

as ClubCorp, Troon and Toll Golf joined forces with BCG in 2015 to bring the event to a record number of courses.



While the overarching goal of WLGO is to raise critical funds and awareness for injured veterans, the highly emotional event has also provided golf facilities with a nationally recognized tournament during what is considered an “off-peak” month for outings. Some courses have welcomed as many as 300 participants in single day, providing benefit to all parties involved.

Play Time

Golf is more than a game; it’s an activity to be enjoyed by the entire family. Our programs are engaging every age, skill and interest level. A valuable asset to any community, resort or timeshare property, there’s no better theater for entertainment than a golf course.



Meet Our Operations Buff *R. Joseph Goodrich, PGA*

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