



The Business of Golf—What Are You Thinking? 2016 Edition: How to Create Value for Golfers and Enhance the Financial Performance of a Golf Course

JJ Keegan

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A Textbook on the Business of Golf

During the next 12 months, more than 50 million golfers will decide where to play more than 1 billion rounds of golf at over 34,000 golf courses in planet Earth. What influences their decisions? They all have one things in common—they are seeking value-based entertainment.

What does it takes to attract and retain those decision makers? The financial success of a golf course depends on understanding those motivations and ensuring that the experience exceeds the price charged.

Groundbreaking research, based on hard economic data, extensive field expense, and numerous client case studies, reveals seven key concepts that accurately predict the success of a golf course:

- 1)The interrelationship of MOSAIC profile, age, income, ethnicity, demand vs. supply, slope rating and the prime fee within 10 miles of the course.
- 2)The number of playable days measured against the efficiency of management.
- 3)The integration of software to create actionable information.
- 4)Financially benchmarking the facility's performance against its peers.
- 5)Continual appropriate investment in the course infrastructure, equipment and labor.
- 6)Ensuring the “assembly line” of customer touch points matches the desired experience: platinum, gold, silver, bronze or steel.
- 7)Understanding the golfers' habits, preferences and loyalty.

The book sheds light on virtual every aspect of strategic, tactical, and operational practices of golf courses. Key determinants expose why some golf courses are successful and others flounder.

The JJ Keegan WIN™ formula taught in this book is an easy-to-follow method that has consistently increased the financial return of golf courses while at the same time enhancing the customer experience.

In an industry that is looking to grow, who can afford to ignore the findings of this book and the formula for success it presents?

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