

# The Golf Course Wedding Playbook

A Revenue and Operations Guide for  
Modern Golf Operators.

## The Missed Opportunity on Your Property

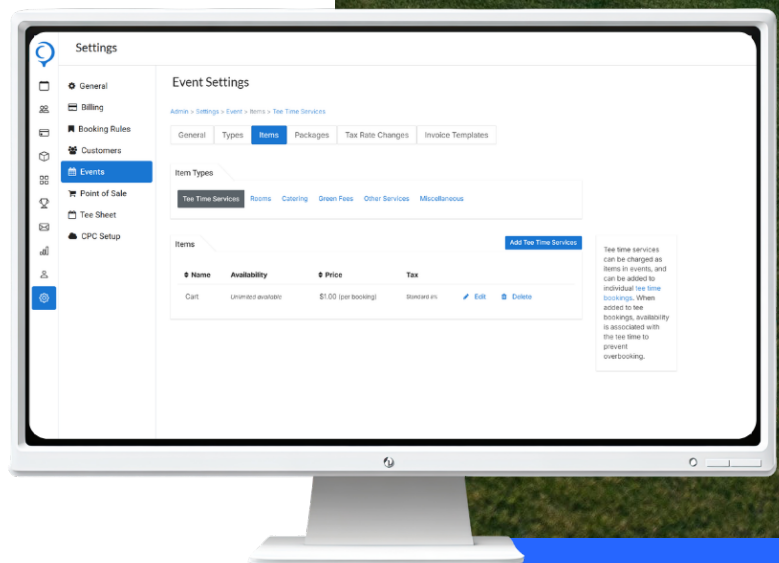
For decades, golf course revenue strategy has primarily revolved around one core asset: the tee sheet.

Operators have become highly sophisticated in:

- Pricing tee times
- Managing demand
- Maximizing utilization.

However there's a second asset that's often equally valuable, and often more flexible, that remains underdeveloped at many facilities: **the event business**.

Weddings, in particular, represent one of the most lucrative and under-optimized opportunities available to golf operators today. This gap isn't because weddings are novel to golf operators, but rather because they're misunderstood.



# Why Golf Courses Win Weddings

*(But Undersell Them)*

Golf properties are uniquely positioned to host weddings:

- Scenic landscapes reduce décor costs while increasing perceived value
- Built-in food & beverage operations improve margins
- Existing infrastructure supports large-scale events
- All-in-one convenience simplifies the experience for guests

From a customer perspective, golf courses are premium venues. However many operators still think of and price themselves like commodity banquet space.

## Shifting the Mindset to Total Property Yield

Many operators work around events to protect tee times instead of focusing on optimizing performance across the entire property by balancing experiences with the calendar.

The best operators aren't on the fence about hosting weddings, they're figuring out how to maximize total yield per acre across golf, hospitality, events, and F&B with:

- Strategic buyouts
- Shoulder-season monetization
- Bundling experiences and packages

# The 5 Biggest Mistakes Operators Make

- #1 Underpricing the Experience**

Weddings are one of the most important days of a person's life and are often emotionally charged and high-pressure. Pricing should reflect that.
- #2 Treating Events as Secondary**

Without strategic focus and recognition of the financial opportunity, events remain inconsistent and reactive.
- #3 Operational Silos**

Golf, lodging, and events often operate independently which creates friction and inefficiency.
- #4 Manual Processes**

Email chains, spreadsheets, and paper Banquet Event Orders (BEOs) limit scalability and introduce room for error.
- #5 No Revenue Strategy**

Very few operators actively optimize for seasonal demand, package design, and upselling.

# The Wedding Revenue Engine

To scale weddings profitably, operators need a structured approach.

## Demand Capture

- Centralized lead management
- Guided client journey
- Clear communication workflows

## Planning & Coordination

- Timeline visibility
- Vendor alignment
- Task automation

## Operational Execution

- Tee sheet coordination
- F&B integration
- Staffing alignment

## Revenue Optimization

- Dynamic pricing strategies
- Package tiering
- Add-on experiences

## Packaging That Drives Revenue

### Wedding Weekend Packages

Include golf outings, rehearsal dinners, and post-event brunch.

### Twilight Ceremonies

Maximize daytime tee sheet and evening event revenue.

### Seasonal Offers

Incentivize off-peak demand.

### Member Integration

Exclusive offerings tied to membership benefits.

# Systems Matter

Without collaborative technology, even the best event strategy breaks down in execution.

## Calendar Strategy: Where the Real Gains Happen

Your calendar is your most powerful revenue tool and means of coordinating between revenue centers at the course.

When leveraged it can help to:

- Protect high-value tee times, or monetize them at premium
- Shift weddings into strategic time blocks
- Create predictable “event lanes” throughout the year

This isn't about sacrificing golf revenue. It's about maximizing total revenue across all uses of the property.



## Coordination to Start, Integration as the Goal

Scaling a successful wedding operation requires dedicated effort and intentional focus.

Consider systems that support:

- Structured planning workflows
- Real-time operational visibility
- Cross-functional alignment

Solutions like Club Prophet Cloud, alongside event platforms like **Aisle Planner** and **Total Party Planner**, represent the convergence of golf operations and event management. Backed by Fullsteam Hospitality, these systems are evolving under a shared vision to better connect and optimize revenue streams across the entire facility because **the future of golf operations is connected, not siloed.**

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## Are you running a successful wedding business or just hosting weddings?

Take the next step below if you're ready to improve operational efficiency and increase event revenue with technology systems that provide subject matter expertise and an aligned vision for the connectedness of golf operations.

- Discover Aisle Planner
- Explore Total Party Planner

Because at the end of the day, almost every golf course can host weddings and events. Far fewer have the tech and strategy to scale them and prepare for the future.

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