



ARABELLAGOLF

M A L L O R C A

Unlocking Revenue and Efficiency Across Premier Golf Destinations





Introduction

Arabella Golf Mallorca is home to three of Spain's most iconic golf courses (Son Vida, Son Muntaner, and Son Quint) and is a global leader in luxury golf experiences.

With a focus on excellence and innovation, Arabella Golf recognized that continued growth would require smarter tools for managing dynamic pricing, customer experience, and operational efficiency.

By partnering with Priswing, Arabella Golf unlocked new levels of revenue, tee sheet optimization, and golfer satisfaction — setting a powerful example for destination golf clubs and beyond.





The Background

Arabella Golf Mallorca is synonymous with quality.

This reputation is built on world-class course conditioning, exceptional service, and a commitment to delivering memorable golf experiences.

Despite strong demand, leadership at Arabella knew that static tee sheet pricing was leaving revenue opportunities unrealized. Traditional manual updates and rigid price structures couldn't flex fast enough with the fluctuations of modern golfer behavior, seasonality, and last-minute demand.

Seeking to evolve and modernize, Arabella turned to Priswing for dynamic, machine learning-powered pricing.

The Need

Arabella's leadership was clear: They didn't just want more technology; they wanted smart technology that respected both the operator and the player.

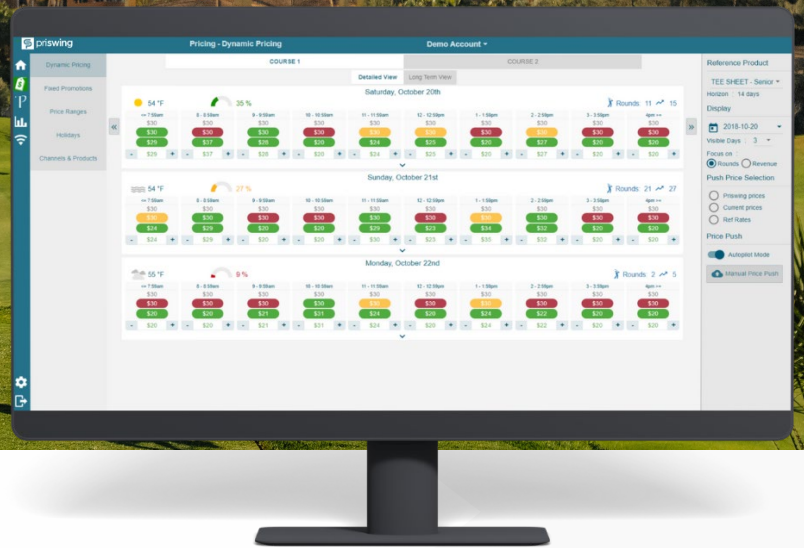
- **Dynamic Pricing Intelligence:** A platform that could automatically adjust prices in real time based on demand, weather, seasonality, and booking behaviors — without manual intervention.
- **Seamless Integration:** A smooth deployment with their existing tee sheet system, enabling effortless management and consistency across their digital touchpoints.
- **Customer-Centric Transparency:** A pricing strategy that empowered golfers to find the right tee times at the right value, enhancing satisfaction and loyalty.
- **Optimized Tee Sheet Utilization:** Driving both occupancy and rate through intelligent, data-driven decisions — maximizing every minute of daylight in Mallorca's competitive golfing market.



"We prove every day that this system and this type of pricing strategy works."

The results, and the revenue, speaks for themselves."

The Solution



A Dynamic Technology

Arabella Golf Mallorca implemented Priswing's predictive pricing engine – transforming pricing from a static exercise into a living, breathing optimization tool. **Priswing's** machine learning continuously adapted based on real-time demand signals, local weather forecasts, and booking behaviors.

The results? Golfers booking through Arabella's website and digital platforms experienced dynamic yet transparent pricing, where earlier booking often meant better rates, encouraging proactive reservations and improving operational forecasting.

Staff received training to guide guests through the new system, always emphasizing: "You choose the time, you choose the price – it's all about your flexibility."

The Results

A Transformation in Revenue and Customer Engagement

Within the first full season of using Priswing, Arabella Golf Mallorca achieved:

- **18% Increase in Revenue:** Capturing value at peak times while boosting occupancy during slower periods.
- **16% Growth in Rounds Played:** More golfers found times that matched their schedule and budget.
- **Higher Customer Satisfaction Scores:** Feedback reflected appreciation for the transparency and flexibility of the new system.
- **Improved Booking Patterns:** Early booking incentives shifted golfer behavior, improving tee sheet stability weeks in advance.
- **Operational Simplicity:** With real-time updates to their existing tee time system, implementation was smooth and synchronized — even as pricing dynamically shifted.

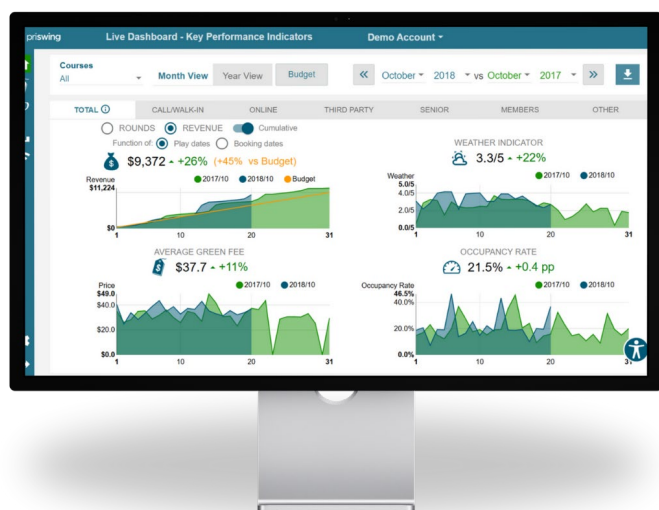


The Conclusion

Arabella Golf Mallorca's partnership with Priswing exemplifies how destination and resort golf courses can thrive by embracing intelligent, dynamic operations.

We're very happy with Priswing.

They've been easy to use and we've seen double digit percentage increases in our green fee. It's been great.



By introducing Priswing's market-leading machine learning pricing, Arabella not only grew their bottom line — they elevated the entire guest experience, future-proofing their operations in a highly competitive landscape.

As Arabella Golf Mallorca has proven, embracing innovation isn't about working harder — it's about working smarter.



The Next Steps

In a competitive industry where **maximizing revenue while delivering exceptional experiences** are paramount, technology partners like Priswing stand apart by delivering real solutions and results.

By leveraging the power of machine learning applied to dynamic pricing, golf courses can unlock their full revenue potential while delighting golfers every step of the way.



CONTACT US

Learn more at: priswing.com