

INTRODUCING

Gap Fill

The Problem Hiding in Every Tee Sheet

Singles and twosomes naturally book open tee times. It is convenient for golfers, but it fragments tee sheets, blocks full groups from premium slots, and leaves revenue behind.

Many operators try to solve this manually by calling golfers to move reservations. Others rely on late day discounts to recover occupancy. Both approaches consume staff time, create inconsistent results, and can negatively impact the customer experience.

This is not a golfer behavior problem. It is an inventory optimization problem.

The Solution

Priswing Gap Fill is a new tee sheet optimization tool from Priswing designed to fill tee sheet gaps earlier and smarter.

No manual calling, forced moves, or blanket discounting.



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The Size of the Opportunity

Half of all tee times start partially filled.

Our research and simulation modeling show:

- **50%** of tee times book as full foursomes
- **20%** as threesomes
- **20%** as twosomes
- **10%** as singles

By improving how those partial bookings are guided and completed, Gap Fill can lead to an uplift in total rounds and revenue, without adding tee times or increasing rack rates.

Why It Matters

For Operators

- Higher occupancy and more complete groups
- Less manual intervention by staff
- Reduced reliance on last minute discounts
- Stronger rate integrity and predictable operations

For Golfers

- Better access to premium tee times
- Fair and value-driven pricing
- No disruptive calls to change reservations
- Smoother on course flow

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From Fragmented to Full Yield

Holes in the tee sheet have been a long-standing industry challenge. Prising Gap Fill delivers a modern solution that combines dynamic pricing, golfer behavior, and demand intelligence to close those gaps before they form.

Fill earlier. Serve golfers better. Grow smarter revenue.

