

# The Municipal Golf Playbook

How to Build a Defensible, Data-Backed Rate Strategy in a Fixed-Approval World





# The Reality of Municipal Golf Pricing

Municipal golf operators face a fundamentally different challenge than daily fee or resort courses when it comes to price setting and adjustment. Rates typically can't be adjusted on the fly and oftentimes, they aren't even adjusted monthly.

They're set, often the prior year in advance, then reviewed, debated, and approved through city councils, boards, or commissions.

Once the season begins, prices are locked in. That means that by the time your rates go into effect, the market has already moved.

This creates gaps:

- Between what you're charging and what golfers are willing to pay
- Between your performance and your potential
- Between intuition and evidence

This playbook is about closing that gap without disrupting your approval process.

# The Constraint Isn't Pricing But Proof

Most municipal operators already have a sense of what their course is worth.

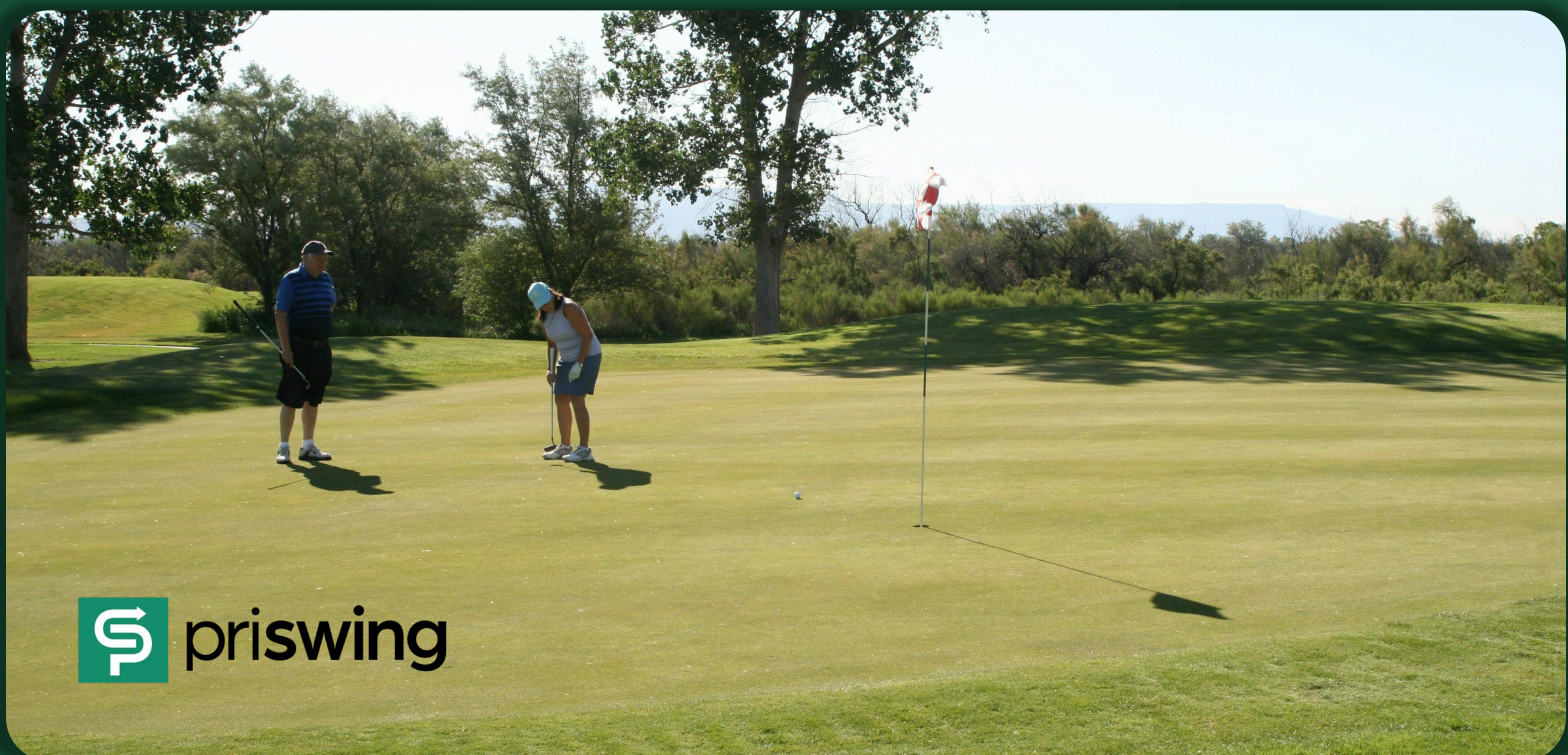
- Which tee times are underpriced
- Which seasons outperform expectations
- Which player segments are most price-sensitive

The issues lies in that you can't take "gut feel" and intuition into a council meeting.

You need:

- Historical performance trends
- Clear demand patterns
- Justification for increases (or decreases)
- A framework that shows consistency, not guesswork

Without that, pricing conversations can become emotional, defensive, or even worse, political. The challenge isn't setting the right price., but proving it with data.



# Why Static Pricing Leaves Revenue On the Table

Although rates are approved thoughtfully, static pricing can still create blind spots.

## **Demand Fluctuates Constantly**

Weather, seasonality, local events, and booking behavior all shift demand, but your pricing stays fixed.

## **Not All Golfers Are the Same**

Residents, seniors, juniors, and out-of-town players all have different expectations and price sensitivity.

## **Peak Times Are Underleveraged**

Your most valuable tee times often sell out at prices that are too low.

## **Off-Peak Times Stay Empty**

Lower demand periods aren't always priced in a way that stimulates play.





## A Smarter Approach (That Still Fits Your Process)

Dynamic pricing is the ideal, but municipal structures don't always allow for real-time rate changes in-season.

So what's the alternative? Insight before action.

Instead of changing your pricing immediately, you can start by understanding the following:

- What your pricing should look like
- Where your current strategy is over- or underperforming
- How different customer groups behave

**This is where a data-first approach changes everything.**

# Turning Data Into Defense

With the right analytics at your fingertips, the pricing conversation shifts from:

*“We think rates should change.”*

to:

*“The data is showing we have some opportunity, and here are the ways we can respond.”*

By focusing on the below areas, you can build a strong case for price adjustments.

## **Behavior Analytics**

- When golfers book
- How far in advance
- How demand builds over time

## **Play & Revenue Trends**

- Tee time utilization
- Revenue per available slot
- Seasonal performance patterns

## **Booking Source Insights**

- Online vs. in-person demand
- Third-party influence
- Channel performance

## **Customer Segmentation**

- Resident vs. non-resident
- Senior, junior, and other classes
- Price sensitivity across groups

This creates something most municipalities lack:  
**A repeatable, data-backed pricing framework.**

# Introducing: Price Recommendations

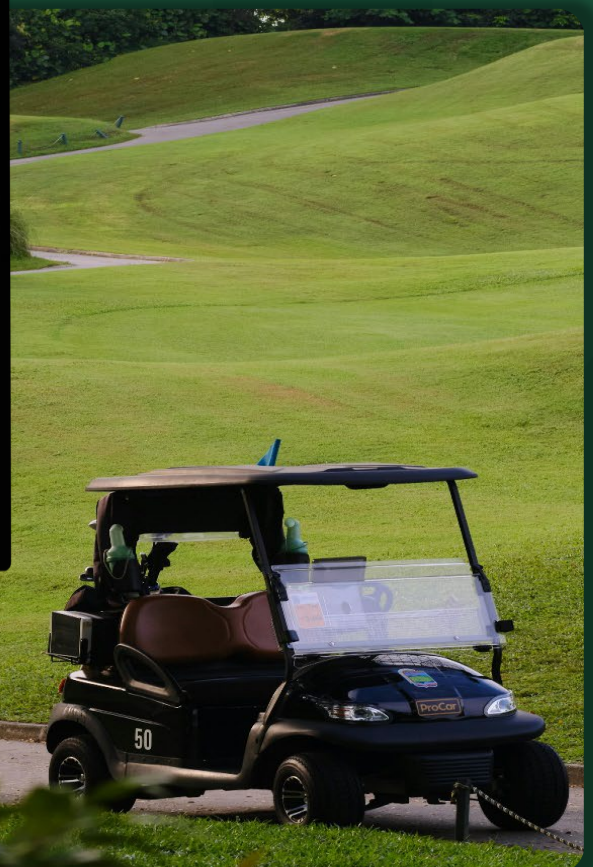
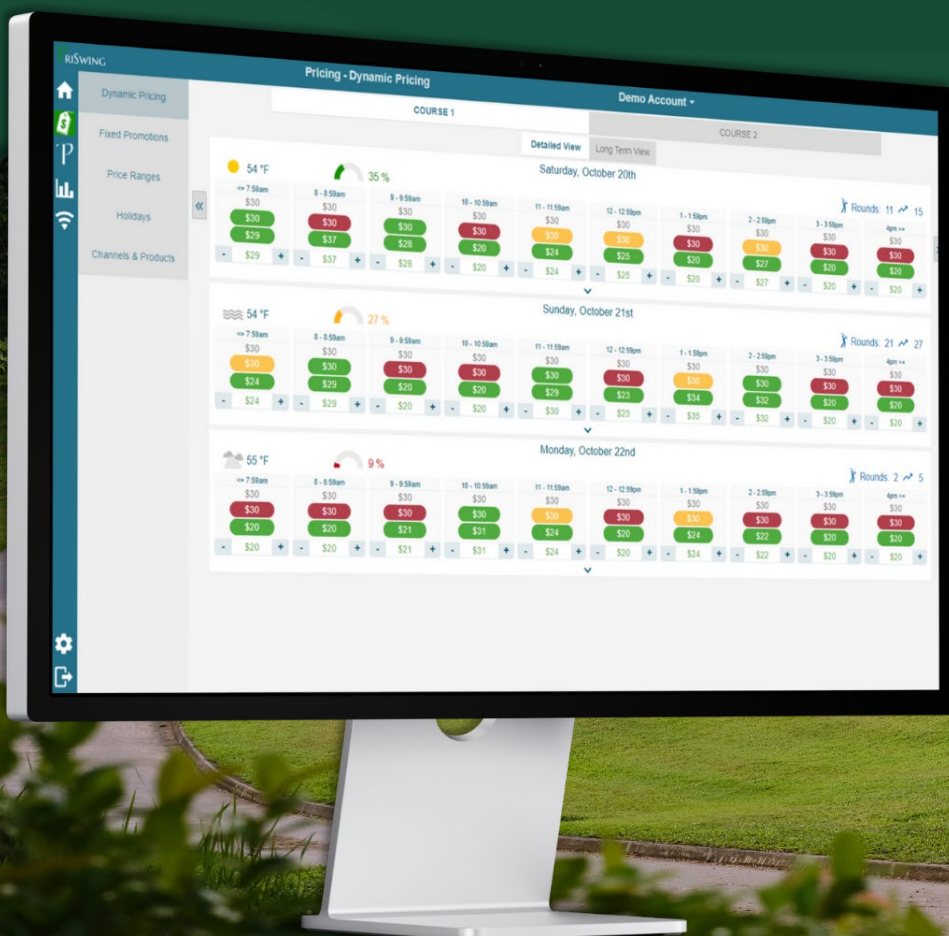
What if you could see exactly how your tee sheet should be priced without actually changing anything?

Price Recommendations provide:

- Algorithm-driven pricing suggestions
- Demand-based rate curves
- Optimized price points by time, day, and season

Most importantly, these prices don't push to your tee sheet. Instead, they act as a planning tool, validation layer, and presentation asset.

You get to compare your current rates, actual performance, and an optimized pricing model over time. That's powerful in a council setting.



# Building Your Next Rate Proposal

With a full season of data and recommendations, your next pricing proposal becomes a powerful tool to benefit the entire operation.

## **Structured**

Not just rate increases, but a strategy where prices are reflective of golfer satisfaction, demand, and on-the-ground conditions.

## **Defensible**

Backed by your own operational data and supported with easy-to-understand reporting dashboards.

## **Transparent**

Clear logic behind every suggested adjustment with an emphasis on optimizing the tee sheet and golfer experience, **not** maximizing price.

## **Flexible and Customizable**

Build unique pricing rules for residents, seniors, veterans, students, juniors, out-of-towners, and more, with special pricing configurations.

Instead of asking for blanket changes, you can propose:

### **Price ranges**

Suggest a minimum and maximum price to let dynamic pricing operate within.

### **Targeted adjustments**

Set promotional pricing for early-birds and higher rates for last-minute and/or allow for prices to adjust based on hour, day, season, etc.

### **Segment-based pricing**

Protect residents and other customer classes.



## A Path Toward Dynamic Pricing (When/If You're Ready)

For some municipalities, real-time pricing may eventually become viable whether that's through approval of price ranges or a renegotiation of how pricing is managed.

Should that happen, you won't be starting from scratch.

You'll already have:

- Historical demand data
- Proven pricing models
- Stakeholder confidence
- Internal alignment

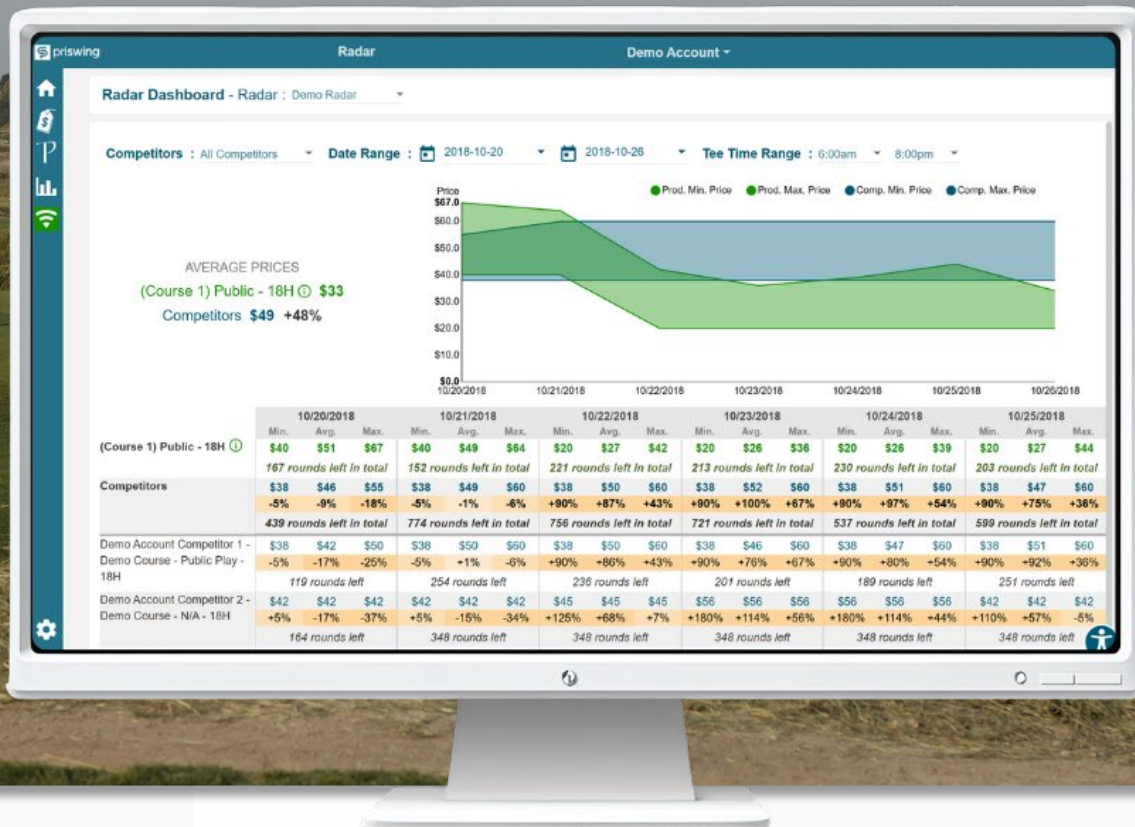
Perhaps most importantly, you'll also have already demonstrated the value and operational capacity.

# Expanding Your Market Perspective

Internal data tells one side of the story, and the market data tells the other.

Advanced municipal operators are layering in competitive and market insights, so they can benchmark against nearby courses, compare pricing across similar facilities, and understand regional pricing trends.

This adds another dimension to your proposal because it's no longer presenting what you should charge, but how you compare.



# A Practical Starting Point

The Foundation Tier of Priswing provides a full business intelligence suite and price recommendations powered by our advanced algorithm, so you **gain a clear framework for future rate setting without changing existing operations and processes.**

## FOUNDATION

### Business Intelligence & Price Recommendations

Ideal for municipal operators who want full insight without automatic price changes quite yet.

- All advanced reporting and analytics dashboards
  - Customer Segments
  - Seasonality and Timing
  - Tee Sheet Heatmap
  - Price Sensitivity
  - Revenue and Performance
  - Booking Windows
  - Channel Analysis
- Predictive dynamic pricing recommendations (what prices *could* be based on our algorithm)
- Historical data preservation and real-time performance tracking

## MUNICIPAL BUNDLE

### Foundation Tier + Radar

Everything in Foundation, plus automated pricing and full customization access.

- Everything in the Foundation Tier
- Occupancy and price tracking of three courses of your choosing\*
- Competitor and Market Analysis reporting dashboard

*\*Restrictions apply*



# Win Before the Meeting Happens

Municipal pricing isn't just about numbers.

It's about accountability, transparency, and the greater community good.

The operators who succeed aren't the ones with the strongest opinions, but the ones with the clearest evidence and justified position.



# Want to learn more about how Priswing supports municipal courses?

Connect with us at [priswing.com](https://priswing.com)



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