

# Beyond the Tee Sheet: The Revenue Engine Built for Multi-Course Operators

## A New Era of Golf Revenue Management

In an increasingly competitive golf landscape, Multi-Course Operators (MCOs) face a unique set of challenges and opportunities.

Running multiple properties means managing complex data, diverse markets, and variable demand patterns. Traditional pricing strategies can't keep up.

That's why forward-thinking MCOs are turning to Priswing, the most advanced dynamic pricing and revenue intelligence platform in the golf industry.





# Why Traditional Pricing Falls Short

Most golf courses don't think of themselves as doing dynamic pricing. But take a closer look at the tee sheet, and you'll likely see it in action:

- Higher rates on weekends and holidays
- Discounted twilight or off-peak tee times
- Seasonal adjustments during peak months
- Specials for local events or slow days

That's all dynamic pricing—it's just being done manually, often based on tradition or instinct. The problem? These adjustments only cover a fraction of the factors that actually drive demand, and they require time-consuming updates by staff who are already stretched thin.

Worse, these manual price changes:

- Don't respond in real time to sudden shifts in weather, demand, or competition
- Aren't personalized for different customer segments or lead times
- Can't scale easily across multiple properties
- Rely on staff intuition, rather than data-backed forecasting

If you're managing a single course, it's already hard enough to keep prices updated. If you're an MCO juggling dozens of facilities, it's nearly impossible to stay nimble and strategic.

**That's where Priswing changes the game.**

# Where Priswing Stands Out

While many systems offer dynamic pricing capabilities, these are often just glorified if/then rules under the hood:

*"If tee time occupancy hits 80%, raise prices by \$10."*

Sure, that gets you incremental gains. But it's reactive, not strategic. It waits for demand to happen, then adjusts.

Instead of reacting to demand (or worse, guessing), Priswing uses a predictive machine learning algorithm that automates and optimizes pricing based on the full picture. It utilizes all the data points and factors your team already know matters, but finally handled with precision, speed, and scale.

**We'll dig in more on the next page.**

# The Priswing Algorithm – Predictive, Not Reactive

At the heart of Priswing is a machine learning algorithm that doesn't just respond to demand, it predicts it.

Our system ingests and learns from:

- Historical performance
- Weather forecasts and seasonality
- Holidays, local events, and regional nuances
- Customer booking patterns and preferences

Then it calculates **the optimal price point for each tee time, for the right player, at the right moment, at the right value.**

The result? Stronger margins, smoother booking curves, and more revenue, without sacrificing customer experience.





## Built to Scale – Business Intelligence for MCOs

Multi-Course Operators don't just need **better pricing**. They need **better visibility**.

Priswing comes with a built-in **Business Intelligence (BI) suite** designed for operators managing multiple facilities. With it, you can:

- Monitor real-time performance across all your properties (regardless of tee sheet software)
- Group and filter courses however you need—by region, course type, format (e.g., all 9-holers or all resort-style layouts)
- Identify outliers, trends, and growth opportunities in a few clicks
- Easily share insights with stakeholders, regional managers, or ownership groups

Managing multiple courses shouldn't mean managing multiple spreadsheets. Priswing makes it all accessible in one place.

# Accelerating and Future-Proofing Growth

As MCOs grow, they face a critical operational challenge:

*“How do we bring new courses into the fold quickly without causing issues for their operations and our processes?”*

Some operators standardize by converting every new acquisition to a preferred tee sheet vendor. Others take a more flexible approach, allowing each facility to keep their existing system to avoid disruption.

Priswing supports both strategies seamlessly.

Because we integrate with nearly every major tee sheet provider, **Priswing becomes the unifying layer for pricing and performance**, no matter what software stack each course is using. That means:

- If you convert a new course to your preferred tee sheet, Priswing ingests and preserves its historic booking data to maintain pricing intelligence from day one.
- If the course keeps its existing system, Priswing still gives you the same centralized pricing engine, dashboards, and BI tools used across your entire portfolio.
- In both cases, you gain portfolio-wide visibility and control, without forcing a one-size-fits-all tech stack.

As your portfolio grows, so does the complexity. Priswing brings it back into focus—**one source of truth for pricing, reporting, and revenue intelligence** across all your properties.

Whether you're scaling through acquisition, consolidation, or third-party management, **Priswing powers growth without friction.**

# The Bottom Line: More Revenue, Less Complexity, Faster Growth

Whether you're managing a handful of properties or dozens of them across regions, Priswing is built to make your portfolio more profitable, more visible, and more scalable.

- Predictive pricing brings real revenue lift
- Centralized BI brings clarity to your operations
- Cross-platform data support brings confidence in your expansion

While other systems offer rules and reactions, Priswing offers strategy and scale.



# Want to learn more? Our team is ready to help.

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

**CONTACT US**

