

KEY FACTORS TO A SUCCESSFUL GOLF CLUB

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Golf remains one of the most popular sports in the United States and increasingly, is shedding its traditional associations with exclusivity and affluence and becoming more accessible to all income brackets. According to the National Golf Foundation, there are 15,372 golf courses in the United States, which comprises 45% of all golf courses in the world. Additionally, there are over 2,800 standalone golf ranges in the United States and nearly the same number of alternate golf facilities in operation. As more people begin to take up the sport and the market matures, the demand for high quality golf courses and driving ranges increases. Both people new to the sport and old hats are looking for a golf experience that includes a well-maintained facility with excellent playability but also top-notch amenities and services.

A 2009 survey of the American golfer conducted by Golf Magazine found that the average golfer spent about \$3,000 a year on golf-related expenses. Of course, this number includes memberships, which represent vital revenue for the facility and its owners. Monthly memberships typically run from \$50 to \$100 and members usually stay committed to one club for a number of years, or perhaps a lifetime. As such, building customer loyalty to ensure these lasting customers is a top priority for golf clubs.



A Fair Weather Sport

Most of the golf courses and golf ranges are outdoors, as indoor facilities aren't able to replicate the experience and natural features that most golfers enjoy. Granted, the typical facility presents its own set of challenges with greens maintenance, irrigation system upkeep and first and foremost, the lack of players during bad weather. Golf is at its core a fair-weather sport, which means both very cold and very hot temperatures prevent people from participating. However, peak seasons for playing are often spring and summer. While there is no quick fix for rain other than umbrellas, there are several solutions that make playing in hot weather more enjoyable. Even when the day is just warm, members seek relief from the sun, particularly after finishing a round. Incorporating a misting system into a clubhouse area can make warm to hot conditions comfortable for members and guests.

How it Works

The process is this. Operating at pressures of 1000 psi+ Koolfog produces micron-sized water droplets that, while evaporating and turning to vapor, remove heat from the air, cooling the surrounding area. The dry fog produced by a Koolfog system reduces outdoor temperatures by as much as 35 degrees Fahrenheit, which makes even 100+ degree days comfortable. Systems are customizable and can be fit to golf clubhouses, golf range stalls, patios, bag drop areas, golf cart maintenance facilities and other employee work areas.



Ensuring Golfer Comfort

Designing a golf course, in particular a golf clubhouse, where golfers want to hang around before and after rounds is vital to a facility's revenue picture. Members flock to a clubhouse in order to seek relief from the often punishing conditions on the course. The goal of a course owner or designer is to cater to every need of the golfer and to create a memorable experience. A great way to do this is by providing more services, which in turn increases revenue. For example, adding in a full-service restaurant or even a snack bar can increase profits exponentially as guests add meals to their bill or place it on their tab. In simple economic terms, when people remain at a location longer, they are more likely to spend money. Giving members the opportunity to dine on-location means that all revenue from their meals flows back to the club.

Extending indoor dining to outdoor patio seating leverages the outdoor al fresco experience and increases usable revenue-producing square footage. However, dining outdoors during hot weather can prove to be uncomfortable. Luckily, misting can effectively and efficiently moderate temperatures without detracting from the experience. Guests don't have to talk over loud fans or deal with malfunctioning air conditioning. Instead, they dine in comfort while cooling mist gently sprays from above and evaporates before it reaches their heads.

Protect Employees

Golf facility employees spend much of their time outdoors performing tasks such as tending to golfers, collecting balls on the range, lugging clubs, repairing carts as well as manning the starter's booth. When exposed to warm weather for too long, employees are at risk for heatstroke and heat exhaustion as well as general fatigue. In general, it is a risk for all golf operations and can result in missed revenue or costly medical bills for employers. While providing shade is a given, misting can also help mitigate risk by cooling employee environments.



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