

INDOOR GOLF / SWING ROOM CONCEPT



'Arbroath Artisan Golf Club'

CRAIG KNOLWES &
ARBROATH ARTISAN GOLF CLUB
PARTNERSHIP



CONCEPT BENEFITS

- Indoor practice facility
- Coaching Academy for members
- All-year round golf facility
- Innovative revenue streams
- Latest Trackman technology
- Accurate and realistic ball flight
- Custom fit centre
- Increase club offerings to members and corporate/societies
- Potential to create a new category of club membership – “Swing Studio member”
- Attract New Members – adding value to the membership fee
- Retain Members – with a facility like this we can compete against clubs who do not offer this within their membership fee – therefore more likely to retain members
- Members using the facility likely to come into the Club and spend
- Convenient Location within Clubhouse
- Generate income during course closed periods

CONCEPT EXAMPLES



TRACKMAN
UNLEASH YOUR POTENTIAL



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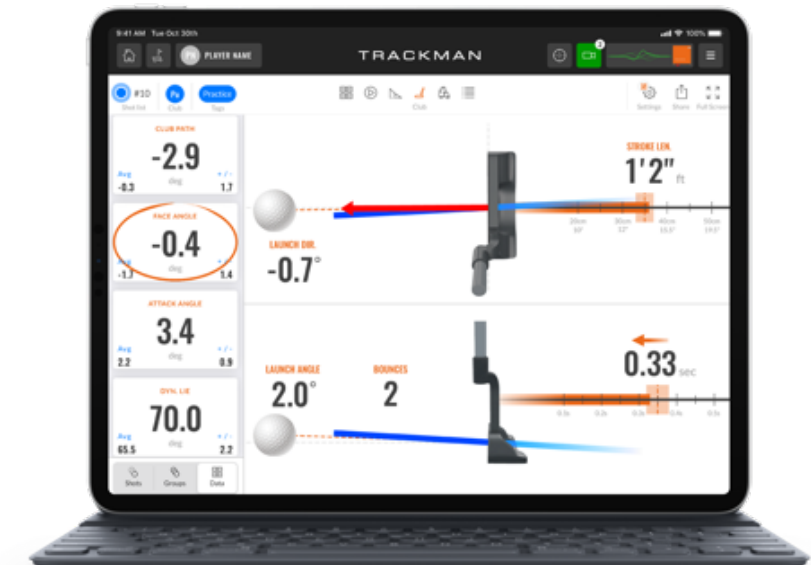


LAUNCH MONITOR



- Coaching
- Custom Fitting
- Putter Fitting
- Putting Lessons
- Incredible Simulator Graphics
- Over 75 Golf Courses to Choose From

'Arbroath Artisan Golf Club'

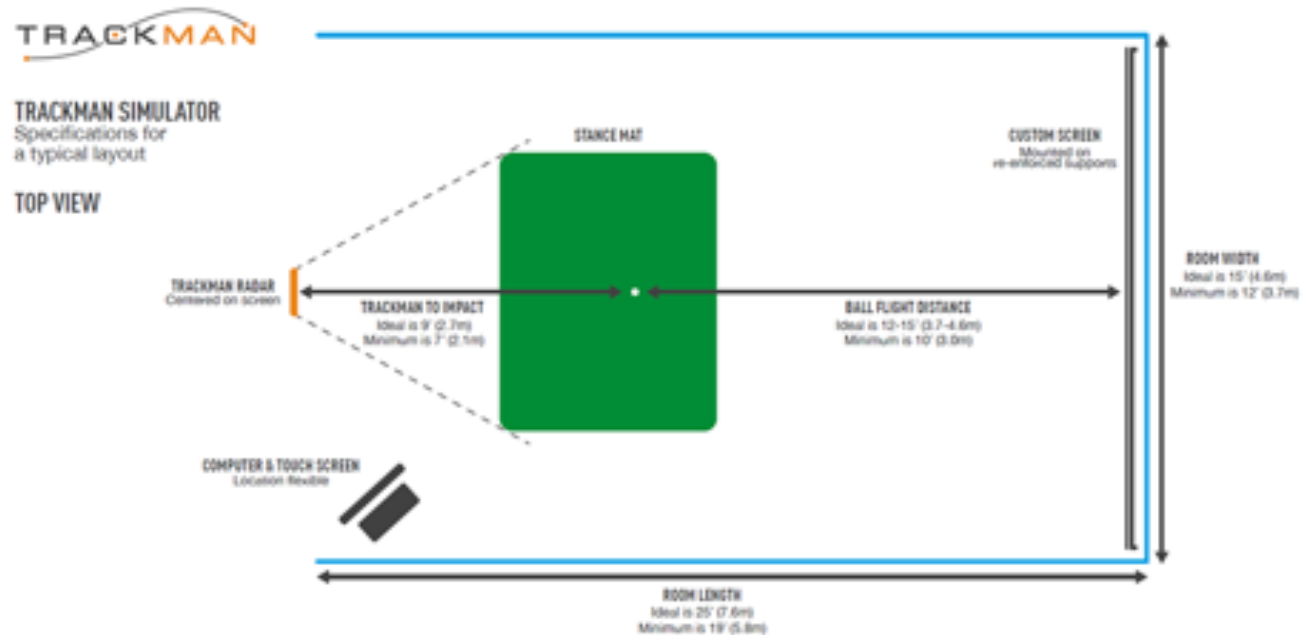
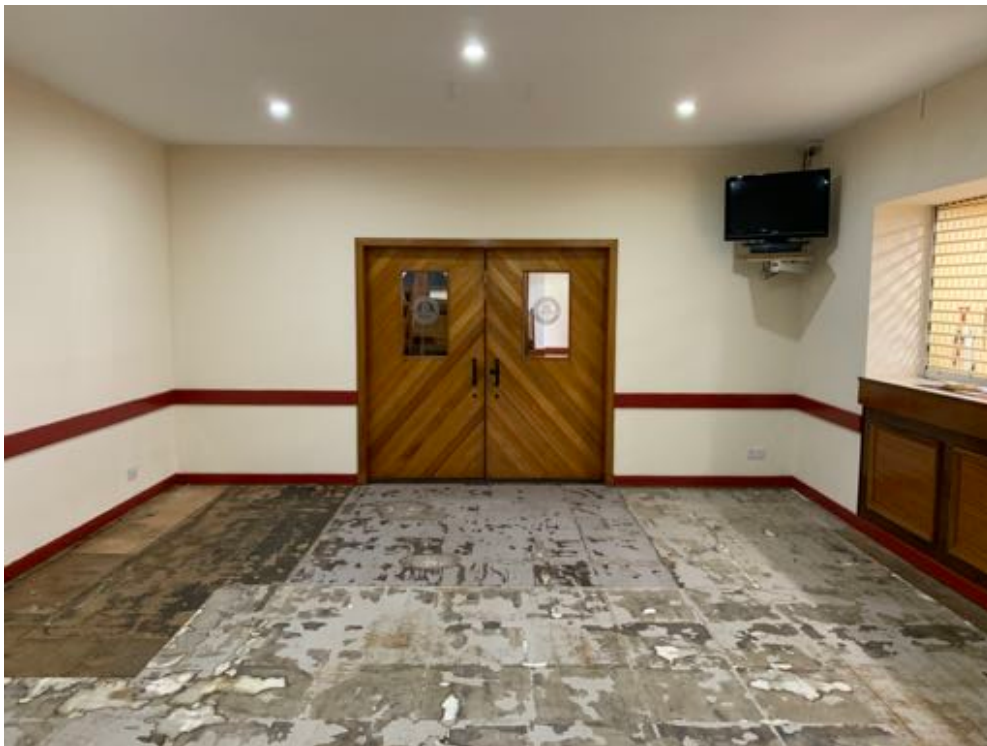


CONCEPT BENEFITS

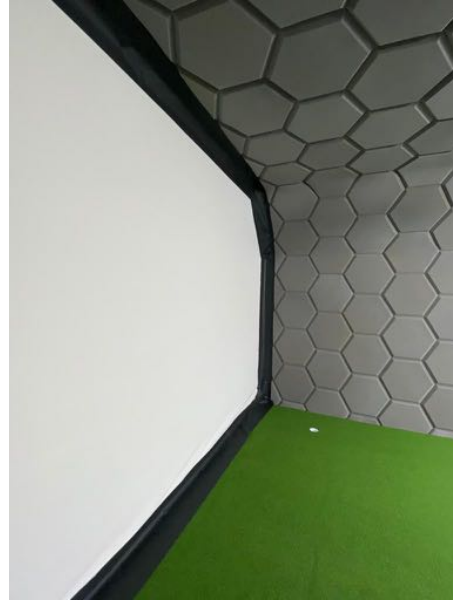
- It will improve our membership and society offerings
 - Nearest the pin and longest drive competitions
 - Indoor golf social game play / practice
 - 365 days a year golf
 - Improves & increases Club facilities
- Increase Club revenue and profits all-year round
 - Offer indoor membership options
 - Increased beverage and food sales
 - Increase no. of visitors and corporate days
 - Members engaged more throughout the year
- Help develop our Junior Section - fun element and also the information provided makes overall game improvement much easier.

CONCEPT STUDIO LOCATION

The current “back bar/dirty bar” located within the existing building has the required dimensions (height, length & width) to accommodate such a concept.



SOUND PROOFING & ROOM PROTECTION



- Deep dense foam pads with dark grey acoustic tiles fixed to walls and ceiling

REVENUE STREAMS

Some of the most popular revenue streams generated by TrackMan users include:

For Golf Professionals:

- Coaching
- Club Fitting
- Practice and Self-Analysis
- Social Game Play
- Gap Testing
- Ball Fitting
- Nearest the Pin
- Longest Drive Contests
- Benchmarking

For Golf Clubs:

- Additional society revenue due to indoor simulator as part of package
- Increased Society Food & Beverage (F&B) sales
- Fitting evening F&B revenue
- Winter leagues – F&B sales
- Indoor Memberships – F&B sales
- New members attracted to join due to indoor facility
- Memberships retained due to facility



TESTIMONIALS



Some tweets from TrackMan customers:



TimberStone Golf Course
@TimberStoneGCID

Don't Forget About the **Winter** Indoor League!!! Come Check Out the New **Trackman Simulator** at TimberStone!! Book your own tee time now by calling 208.639.6900



66 views



MY Golf Academy
@MYGALtd

It's been a fun & busy night in our **Trackman studio** @HorneParkGolf with @Intelgolfperf - the ideal venue for your golf this **winter** #surrey



19:13 · 02/11/2016 · Twitter for iPhone



TrackMan Golf Retweeted
Archerfield Links @arch... · 09/01/2020

It's a cold and wet out there today but the golf doesn't have to stop 🌧️🏌️

Head to the Performance Centre and get swinging on our new Simulator 🏌️

Practice on our range environment with instant @TrackManGolf stats or play the world's best courses from the warmth of indoors!



6 retweets, 29 likes