

# Dynamic Pricing

Get the most out of your course



Most golf courses set a winter rate that stays the same until spring



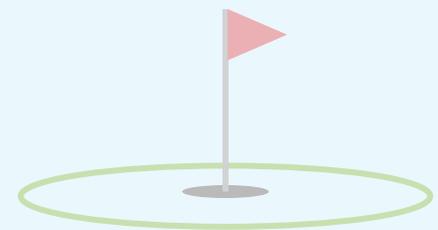
This leaves **\$50 - 100K** on the table



## How?

With fluctuating temperatures you need fluctuating rates to get the most out of your course

$62^{\circ} - 83^{\circ} = 126$  Booked Rounds  
 $\downarrow$   
  $35^{\circ} - 50^{\circ} = 58$  Booked Rounds



**17 nice days**  
**+ \$5/Day**

**\$500** more in revenue and 60% goes to top line



**Still interested in the \$50-100K?**  
Manually changing the price won't get you that much, but a **dynamic pricing software** can

Historical Weather Patterns



Complex Pricing Formula

$$A = P \frac{1 - (1+i)^n}{1 - (1+i)}$$

+ Dynamic Pricing Tool



**= Extra Cash**