

# Dynamic Pricing

Get the most out of your course

# FOREUP



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



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



## How?

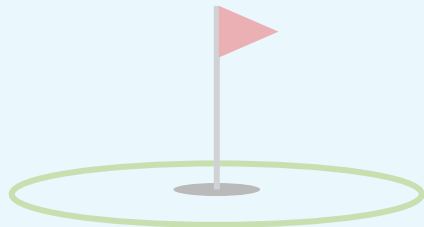
With fluctuating temperatures you need fluctuating rates to get the most out of your course



**62° - 83° = 126** Booked Rounds



**35° - 50° = 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

$$A = P \frac{[1 - (1+i)]}{[1 - (1+i)]}$$

+ Dynamic Pricing Tool



**= Extra Cash**