Forecaddies making a comeback at Marriott

By JOHN TORSIELLO

An innovative forecaddie program at the Seaview Marriott Resort in Galloway, N.J., has been such a success that the company is considering expanding the program to other Marriott-owned courses.

Rob Bartley, director of golf at Seaview, located near Atlantic City, said the feedback from golfers playing the resort’s two courses—The Pines and The Bay Course—has been “98 percent positive” in the program’s first year.

The unique aspect of Seaview’s caddie program is that the service is mandatory, making it one of the few resorts where golfers must be accompanied by a forecaddie. Bartley said Seaview’s program was patterned after a similar program at Coeur D’Alene Resort Golf Course in Idaho.

The price of a forecaddie is included in a golfer’s greens fees. Tips—the club recommends at least $10 per bag—are encouraged.

“The forecaddie program has been a way for us to differentiate ourselves from other courses in the area,” said Bartley. “It’s been a huge success in its first year. We think of our forecaddies as on-course concierges. No other employee spends as much time with the customer as they do. There is certainly a potential that it can be molded to other Marriott facilities.”

Brendan Lenihan, director of guest services at Coeur D’Alene, said that resort’s mandatory forecaddie program, now in its eighth year, has been popular among golfers.

“I think the program has been successful because it is mandatory and not optional. I don’t know if it would work if golfers had a choice,” he said.

Lenihan said forecaddies have positively affected speed of play at Coeur D’Alene, said that resort’s mandatory forecaddie program, now in its eighth year, has been popular among golfers.

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