"If I start to ramble, you reel me in," Serge Asensio requests. "OK?"
Sure thing, Serge.

Thirty minutes later, Asensio's batteries are going strong with no sign of weakening. But I don't try to reel him in because he's not rambling.

Asensio is just so passionate about GolfTrak, his market-share tracking program for golf courses, that he's fired up to talk about it. There's a big difference between passion and the gift of blab.

Asensio has reason to be excited about his product. GolfTrak seems like an excellent marketing tool for golf courses that need to get a better grip on their operations. Asensio, the former competitive analysis department director for Marriott Hotels, says golf courses “have lagged woefully behind” other industries in their ability to measure market share.

Asensio says GolfTrak can provide answers to the following questions of golf course operators:

• Is my course overpriced or underpriced?
• Was last month's special successful?
• Would a $5 increase affect market share?
• What kind of revenue increase should I budget for next year?

What operator wouldn't want this information? Well, Asensio says in a somewhat flabbergasted tone, many golf course operators aren't interested in pricing concepts.

“They just kind of put their fingers in the air to figure out pricing,” he says. “They're not so sophisticated when it comes to pricing and market-share analysis.”

Golf course operators may utter a collective “ouch” after hearing Asensio's critical statements. But is he correct?

Maybe Asensio is saying this to plug his sluggish business. But who can argue that courses wouldn't benefit from the information he can offer? “There are 13,000 public courses, and nobody’s keeping track of who’s doing what,” Asensio insists.

A sticking point in GolfTrak's information gathering process is that several courses in an area, not only one or two, must agree to undergo the market-share analysis.

“I need a minimum of four courses in a marketplace to get a report published,” Asensio says. “But it has been a challenge to get them.”

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