



Increasing Play With Tournaments

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In today's golf market, it is becoming obvious that we do not have the same volume of players that we once did. Gone are the weekends that we are busy from day break until early afternoon. As the volume of players decreases, it becomes increasingly important to entice your core players to play more. This includes members, permit holders, league and daily fee players, etc.

One of the best ways to keep these players interest is by having a good tournament schedule planned in advance. On the surface that sounds simple, but getting people to play can be difficult. When discussing the tournament schedule with the golf professional consider the following:

- 1) Give them multiple events in one. Try adding an individual portion to a 2 of 4 best ball or add a new twist to an existing event.
- 2) In a stroke play event, give the players a different look on certain holes. Take a page out the USGA's playbook and find a par 4 with some risk-reward characteristics and move the tees way up. People will talk about it and remember it. We've added it to one of our bigger events and people now try and guess where we will adjust the length to add excitement to the event.
- 3) Pay out net and gross divisions. This splits the money up a little bit but really levels the playing field. Players of all abilities will feel like they can compete. These are small changes take some effort, but they will help you create a buzz about your tournaments.



Players getting final instructions before heading out for a shotgun start.

NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	Total
AUGERT Zach WISCONSIN PGA JO	4	3	2	5	4	3	4	5	4	3	4	5	4	3	4	5	4	3	71
AVIN Aaron CRAWFORD PARK GC	4	4	3	4	3	3	5	7	5	3	6	4	4	5	6	5	4	3	152
ILASTER Gareth EAGLE RIVER GC	5	8	3	4	5	3	4	5	4	4	5	3	4	6	5	5	6	4	169
LOSS Joel WINAKI GC	5	3	4	7	5	3	5	4	4	4	6	3	7	4	5	7	5	5	145
REGORSKI Robert North Shore GC	3	3	4	5	4	4	4	5	3	5	5	4	4	4	3	3	5	4	143
RESEN Michael WINAKI GC	4	4	3	6	4	2	4	5	5	3	7	4	6	3	6	4	4	3	147
RUSECZYNSKI Tom GREENFIELD PRK GC	4	3	4	6	5	4	5	6	4	4	1	6	5	3	6	4	4	3	149
LUSTAVSON Gary CCS OF LANGONIA	4	6	3	6	6	5	4	7	5	4	6	5	5	4	7	6	3	5	163
LITZMAN Andrew TODDSCREEK CREEK GC	6	3	3	6	5	4	7	4	4	1	5	6	4	5	4	3	6	4	149
AGENOW Todd WILSHIRE COUNTY GC	4	3	3	6	4	3	5	5	4	3	5	4	4	4	4	4	4	3	144
ALLA Tom MAGA-WILKEE GC	4	4	4	6	5	3	4	4	4	4	4	4	4	4	4	4	4	3	144
ALVERSON Clay VIRGOVA HILLS GC	5	5	4	4	6	4	3	5	4	4	4	4	4	4	4	4	4	3	144
ANSEN Andy DORTCHA PARK GC	4	5	5	4	4	3	5	4	4	4	4	4	4	4	4	4	4	3	144

This scoreboard from the WSGA 2010 State Amateur at The Bull at Pinehurst Farms shows a little calligraphy can go a long way towards a impressive scoreboard.

If time and the budget allow you can provide tournament conditions for your bigger events. Increasing green speed by double cutting and roll greens gets players buzzing about course conditions. For true tournaments make sure the hazard and out of bounds are clearly marked with stakes or paint.

Offer events special items such as creating hole location (pin)

sheets and professional score sheets. If you make your tournaments feel like the "Tour" people will be more excited to play.

Schedule a time to discuss your tournament schedule with your golf professional and manger. Together you'll be able to come up with ideas that will cater to your customer base and increase traffic. 🌿