

Optimizing performance



Summary

A golf company was able to optimize their operations and make better informed decisions with the unique data provided by the current and historical weather database.

The Challenge

In the golf industry, poor course performance, including rounds and course revenue, are traditionally blamed on weather and not other business impacts.

The Solution

AccuWeather's business weather experts creatively defined and modeled new metrics to challenge this thinking.



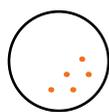
Golf Playable Day

Days classified as playable, weather variables such as, temperatures, wind speed, precipitation and sunlight were considered.



Golf Playable Hour

The hour metric dove further into a playable day and considered days with mixed weather conditions. For example, rain in the morning and sun in the afternoon.



Capacity Rounds

Rounds available to be played based on weather.



Normal Capacity Rounds

10, 20 and 30-year rounds available to be played based on normal weather. These rounds were then compared to actual rounds. This determined if the deficit was the weather or other factors, including poor marketing, management or others. As a result, they were able to measure weather impact on equipment sales and rounds played.

The Result

Defining these new, unique models allowed the golf company to:

- Solve the riddle of weather relevancy (proximity) for 16,000 US golf facilities. They can tell their facilities and equipment manufacturers how many golf playable hours there have been from yesterday to 10 years back.
- Measure weather impact on equipment sales and rounds played.
- Enable the use of weather forecasting for yield management applications in golf.
- Understand the importance of geography, considering areas based on latitude, elevation and maritime influence. For example, there are differences in coastal South Carolina v. the state's upland interior.