

TOP 5 GOLF COURSE MANAGEMENT QUESTIONS



Troon® provides proven [golf course management services](#) that can simplify your world. The golf industry is constantly evolving, and keeping a pulse on every aspect – from food and beverage to agronomy – can be a daunting prospect.

Troon started as one facility in 1990 and has since grown to become the world’s largest professional club management company. We provide management services to 825+ locations, while also managing various amenities, such as [tennis](#), aquatics, fitness, [food & beverage](#), lodging, [homeowners associations](#) and more.

In the most basic terms, Troon is a professional organization that utilizes our proven expertise and resources to support our on-site teams with reaching their peak performance on a daily basis.

Our goal is to create extraordinary guest and member experiences through personalized service, consistency, and uncompromising attention to detail by providing unmatched resources to include the following:

- Golf Club Operations
- Agronomy
- Food & Beverage
- Membership Sales & Marketing
- Daily Fee Sales & Marketing
- Human Resources
- Procurement
- Finance & Accounting
- Golf Course and Clubhouse Design & Development
- Risk Management
- Information Technology
- Legal
- Racquet Sports
- Golf Instruction
- Community Association Management

We have grown our company by listening to the specific opportunities and challenges of our clients, then customizing our approach to fulfill each club's strategic direction.

Our successful culture, combined with 30+ years of experience, gives us the opportunity to develop the strategies and talent that allow our clients to excel in this competitive industry. With that said, let's address some frequently asked questions and how Troon can assist in providing industry-leading best practices.

WHAT DOES A GOLF MANAGEMENT COMPANY DO?

Golf course management companies are all different in nature and offer a variety of services, from membership sales and marketing to golf course development. While many companies cover the basics, Troon takes its golf club management services to the next level and offers a holistic approach based on their decades' worth of experience.

HOW DO YOU MARKET A GOLF COURSE?

Effective golf club marketing allows your business to grow and thrive. Key golf club management services include strategic planning, proactive sales, revenue management, dynamic pricing, recruitment, training, digital media, search engine marketing and much more.

Important details regarding successful sales and marketing strategies are included within our proprietary Sales & Marketing Standards Guide, providing managed facilities with the resources needed to develop customized revenue generation plans.

Innovative and sophisticated sales and marketing strategies, combined with proven Troon programs and the global power of the Troon brand, are the essential components of profitability.

WHERE CAN I FIND GOLF COURSE MANAGEMENT SERVICES?



Whether you search online or ask your network which golf course management services to pursue, it is likely Troon will be mentioned thanks to our extensive success around the world. When you're looking for golf club management services, you'll quickly find that Troon goes above and beyond.

Play on the finest golf courses, experience incredible guest service, enjoy unmatched amenities and take pleasure in exquisite dining when you partner with Troon.

HOW ARE GOLF COURSE MANAGEMENT COMPANIES ORGANIZED?

Troon's governance model as a golf course management company is both simple and effective. Our corporate team of subject-matter experts work directly with the on-site leadership team to help oversee the daily operations of the facility while working with ownership to establish and fulfill the Club's strategic direction.

We simply present the plan and provide support for why we think it is the best course to follow, but ownership will always make the final call. Control of the facility will always remain in the hands of the owners, and decisions are always based on what is best for the golf club, not Troon.



WHY USE A MANAGEMENT COMPANY FOR YOUR PRIVATE GOLF COURSE?

Using a management company for your private golf course comes with plenty of benefits, especially when you partner with Troon. When serving private club clients, our golf club management team encourages a collaborative environment focused on a balanced scorecard approach, consisting of our four pillars of success: Member Satisfaction, Associate Satisfaction, Owner Satisfaction and Financial Performance.

Innovative membership sales and marketing solutions are created through working with the owner, board, committees and/or staff at each location to translate the club's strategic objectives into quantifiable performance measures.

No longer is your golf club a standalone club in its marketplace; instead, the golf club stands out on its own merits within a distinct collection of Troon partnered clubs around the globe, immediately becoming a valuable part of a stronger whole.

We're hopeful that this particular article was helpful in providing additional insight into Troon's management approach and how we provide value to our clients. At the end of the day, we believe there is a better approach to hospitality and golf club management than the status quo and have developed a model that optimizes success for our partners.