

# Local Golf Course 2026 Action Checklist

A practical follow-up guide for courses responding to the biggest 2025–2026 golf industry trends.

Use this checklist to turn trend research into action. Focus first on the items that improve booking, customer experience, beginner conversion, and spend per visit.

## Digital experience

- Make online tee-time booking visible in the top navigation and on the homepage.
- Test the entire booking flow on an iPhone and Android device and remove any friction.
- Improve mobile page speed for your homepage, tee times, lessons, memberships, and events pages.
- Create dedicated landing pages for tee times, outings, memberships, simulator play, and lessons.
- Add direct booking links to social media bios, Google Business Profile, and email campaigns.

## Tee sheet and pricing

- Review peak and off-peak demand by daypart, weekday, and season.
- Track no-shows, short-shows, and late cancellations by customer segment.
- Set a policy for card-on-file or prepaid tee times during high-demand windows.
- Promote 9-hole, twilight, and quick-play offers to fill weaker inventory blocks.
- Measure how much of your business comes from direct bookings versus third-party channels.

## Beginner, junior, and community growth

- Create a beginner pathway with a landing page, intro offer, and simple first-visit instructions.
- Add at least one family-friendly or beginner-friendly event to the monthly calendar.
- Promote women's clinics, junior camps, or social leagues with clear registration links.
- Offer short-format leagues or fun events that do not require an 18-hole commitment.
- Train staff to welcome first-time golfers and explain pace, dress, and check-in expectations.

## Revenue beyond greens fees

- Review turn food, beverage, and patio opportunities that can lift spend per visit.
- Bundle rounds with food, range balls, lessons, or pro-shop credits.
- Add online sales for gift cards, range packages, memberships, or lesson bundles.
- Merchandise high-visibility items near check-in and inside online booking confirmations.
- Plan at least one event or activation each month that gives people a reason to visit the property beyond a round.

## Operations and retention

- Audit irrigation and water-use practices and document any efficiency opportunities.
- Create a simple new-hire training checklist for golf shop, food-and-beverage, and grounds roles.
- Use email and SMS to bring back lapsed golfers with relevant offers, not generic blasts.
- Collect customer feedback after rounds, outings, leagues, and lessons.
- Assign one staff member or partner to own website updates, campaigns, and monthly reporting.

## 30-60-90 day planning notes

Next 30 days	Next 60 days	Next 90 days

### Monthly scorecard

Metric	Target	Current
Direct online bookings		
9-hole / twilight utilization		
Spend per visit		
Beginner or clinic signups		
Repeat rounds from prior customers		

### Source note

Prepared from 2025–2026 industry reporting from the National Golf Foundation, USGA, GCSAA, Lightspeed, GolfNow, and NGCOA.