

Golf Revenue Management Research Pilot

An invitation to Peoria Park District golf operations

A no-cost research pilot to explore when player spaces go unused and which pricing or promotional questions deserve a closer look, with affordability and public access in view.

What we would explore

Demand and capacity Identify busy and quieter periods using available rounds, tee-sheet capacity and revenue records.

Pricing and promotion Compare clearly labeled scenarios and identify questions worth testing. Scenarios are not forecasts or promised gains.

A small and practical starting point

Start with a 20-minute conversation and one course or one season. We would agree on scope, timing and data handling before any records are shared. Existing exports are the starting point; customer names, contact details and payment information are not needed.

The proposed takeaway

A concise findings brief, charts of supported patterns, a record of data limitations and a shortlist of possible next tests. The pilot carries no fee or purchase obligation. Any operational or pricing changes remain Peoria's decision.

Where the research stands

The golfops prototype has been explored using Dobson Ranch public data. It has not been validated for Peoria Park District. Local findings depend on the records available; no specific revenue uplift is promised.

Let's discuss whether the pilot fits

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