

J U N E 1 , 2 0 2 2

## OPINION

### "Easy Money": The No-Cost Way to Increase Revenue Without Really Trying

*By Harvey Silverman, Contributor, Golf Business*

Demand does funny things to people, including opening their wallets. Southwest Airlines figured this out and introduced EarlyBird check-in back in 2009. What does this mean for golf? Please read on. Southwest Airlines has never had assigned seating, unlike nearly every other airline. It's a cost factor because, theoretically, assigned seating takes longer to board a full flight and slows down Southwest's quick turnaround operational model that helps them keep fares low (although that can be argued now). So instead, Southwest enabled online check-in 24 hours in advance of the flight time, and when you checked-in, it determined your place in the A, B, or dreaded C group... [READ MORE >>](#)

### Can Things in the Private Club World Be Too Good?

*By Larry Hirsh, President, Golf Property Analysis*

Among the things many clubs rely on for capital projects and deferred maintenance is entrance fee revenues. During the past 2 years, spurred by the COVID induced surge in golf, private clubs have filled their memberships, increased dues and entrance fees and many are considering major capital projects put off over previous years. By most accounts, more than half of the nation's private clubs now have waiting lists



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for membership. A growing economy, the desire for a safe haven and golf being recognized as a COVID safe activity has turned the club membership world around from just a few years back when many clubs had waiting lists to get out and in some cases offered minimal, if any, entrance fee “deals”. The problem now is that with memberships full, nobody is leaving the club... [READ MORE >>](#)

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#### FROM GOLF BUSINESS MAGAZINE MAY/JUNE 2022



##### Managing the Unexpected

The pandemic has been a circumstance that virtually no one was prepared for. Businesses all over the world have had to make rapid drastic adjustments just to have a chance at survival. Golf fared better than many other industries, in part because operating a golf facility has always required owners and managers to be ready to make quick... [READ MORE >>](#)

##### Mixed Bag On Hardgoods Numbers For Spring of 2022

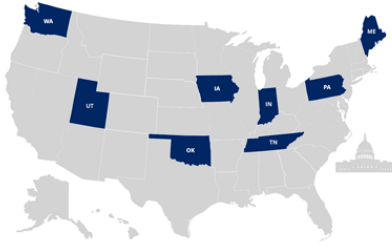
It's a mixed bag, pun intended. When you look at hardgoods sales, it's easy to jump to the conclusion that inflationary pressures, supply-chain issues and gas prices have had a deleterious effect on retail operations. But things are never that simple... [READ MORE >>](#)

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