

The Visage food and beverage ordering feature can be extremely helpful to your Club in many aspects, but the three primary ways it is beneficial are:

Revenue Generation



Maintain Pace of Play



Enhanced Golfer Experience



Incremental Revenue: Your Club has the ability to use the system to promote food and beverage and place a focus on higher margin items. We've found that a higher percentage of golfers do purchase items at the turn when the Club displays a menu for their golfers to choose items from while on the course. By listing higher margin items first, you substantially drive a higher average spend resulting in greater food and beverage revenue.

Pace of Play: The Visage food and beverage system contributes to keeping play moving through the turn where golfers tend to back up as they stop to place their food and beverage order and then wait for their entrée to be prepared. Most golfers don't want the group behind them to play through so they refrain from stopping at the clubhouse to order anything to eat or drink. By allowing golfers to order prior to coming into the Clubhouse, you allow them to make the turn faster and keep their place on the course. One of the main criteria golfers generally rate a club on is pace of play. By doing everything possible to improve your pace of play you can differentiate your Club from your direct competitors in the market.

Golfer's Experience: Golfer's love a great burger or fresh wrap at the turn. A hot dog or deli sandwich doesn't always cut the mustard. With the Visage food and beverage ordering system, you can make your golfers happy by allowing them better hot food selections and having their order ready when they go to the grill or turn stand to pick it up. Combined with a better pace of play, you will significantly improve your golfer's round. Happy golfers tell their friends about their experience, which results in more rounds and revenue!