



FlingGolf™—The New Action Sport for Golf Courses

One Pro's Experience: FlingGolf at Massanutten Resort in Virginia

"Traditional Golf is about the score. FlingGolf is about kids, friends and families having a good time on the course."

By Brett Mowbray, PGA Professional

When did you first hear about FlingGolf?

I first heard about FlingGolf in late 2014 — at our resort, we thought it was something new and different, and might be an interesting way to increase revenue and spark younger people's interest in golf, so we ordered a FlingStick and gave it a try. It was so easy.

After we had fun with that first FlingStick, we ordered 24—for rentals and for the shop. We had separate rack cards — and the FlingGolf people at PlusOne Sports sent down a rules card. That's all we needed — we didn't need to do anything different to the course at all. We educated our staff using what FlingGolf offered [online](#), like videos, and checked out the rules card.

FlingGolf is easier to learn than golf. I could give someone golf lessons for a half a day, and they still might not feel confident and enjoy playing right away. With FlingGolf, people spend a half an hour on the driving range getting the feel for using the FlingStick, and they're already ready to go.

When did you roll it out?

Our first round was in early April 2015. By the end of April we had 100 FlingGolfers. Toward the end of May, we had 150—and that's empty nester time, no kids, just couples. By summer, we were up over 200. By the end of July, we hit our goal, a thousand rounds. It took off pretty quickly, and we were easily over 1500 rounds last year.

Who were your players?

Who played? We can give everybody a reason to be out there. It was a lot of kids, families, and older people. Groups looking for a different way to play golf, people who want to play golf but want something shorter, people looking for something fun to try. We even saw guys play golf in the morning and then come back and Fling with their kids in the afternoon. Maybe a person wants to get outside and have fun but golf doesn't seem fun or interesting. Maybe a golfer who suffered an injury is recovering, but they still want to be out on the golf course with their friends. Or a husband and wife might want to do something together, and the



husband's a golfer, but the wife took golf lessons and didn't care for it — FlingGolf is easier. Or the kids in a family might not be interested in golf, but the parents are avid golfers— the kids can try FlingGolf so the whole family can connect on the golf course. We even hosted a company for a team-building retreat.

How were your revenues in your first season?

Revenues were solid. We priced it a little less than regular greens fees, and then added a stick rental. Most people play 9 holes. We look at it as a way to fill up our tee sheet. Last year, we started rounds at 2 p.m. This year, we'll likely move it up to noon. FlingGolfers rent carts more than regular golfers, so there's another revenue source right there. Of course, they also ate and drank and made purchases in the pro shop.

If you're a resort, FlingGolf's a no brainer. Do it. If your business has a large volume of kids? Also, a no brainer. Do you have lacrosse clubs in the area? They'll be interested. And if your club offers golf and tennis, this is a way to get your tennis players out on the course. If we were a club, we'd offer kids' birthday parties.

What were players' reactions?

When people are done playing traditional golf, and you ask them how it went, they tell you their score. When you ask people who just finished playing FlingGolf how it went, they don't tell you their score — they tell you how much fun they had.

Who should embrace FlingGolf?

For anyone looking to expand course volume and revenue, FlingGolf is ideal. People definitely try it, then come back and do it again. There's no reason next year we won't be up more than 2000 rounds with FlingGolf.