



WHITEPAPER

THE IMPACT OF LAST-MINUTE CANCELLATIONS

What operators can do in 2025 to mitigate the risks of perished inventory





INSIGHTS FROM 300K TEE TIMES

Noteefy works with roughly 800 golf courses to help optimize revenue, efficiency, and customer experience with automation technology. Millions of rounds a year are analyzed on Noteefy technology, and courses using the platform range from 9 hole, \$18 green fee courses in rural Texas, to Whistling Straits, which is charging over \$650 a round.

This breadth of course partnerships gives a high quality benchmark for trends in the industry. One trend that stands out is particularly interesting: cancellations and modifications of tee times.

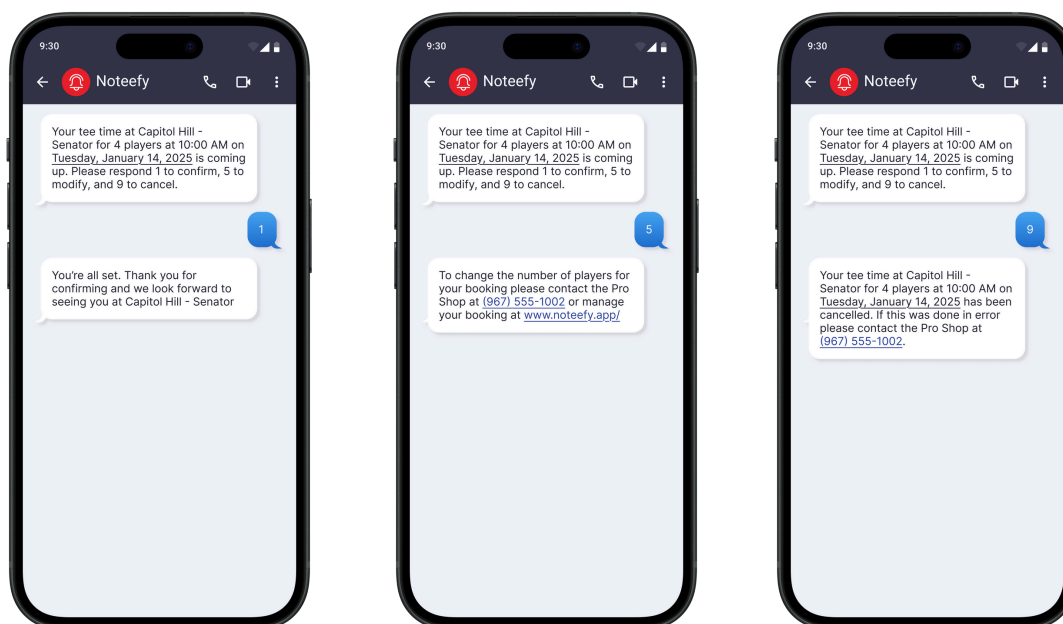
Recent analysis of **approximately 300,000 tee times confirmed** through Noteefy's new 'Confirm' capability revealed a significant insight: roughly 15% of all tee times get cancelled or modified.



15% average tee time cancellation and modification rate



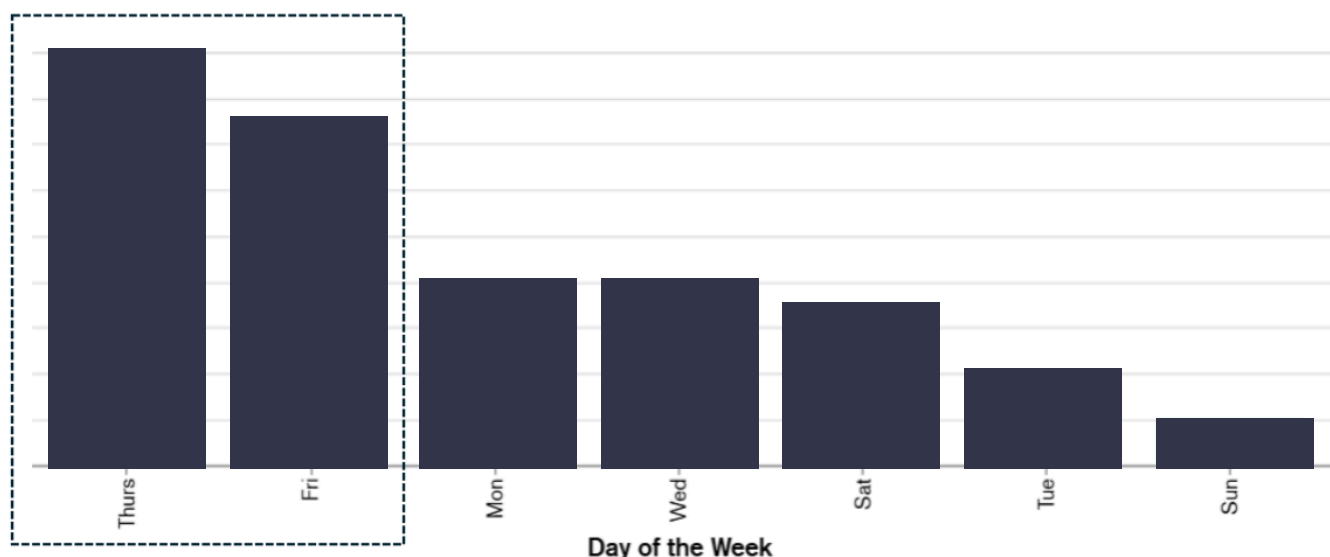
Golf's No Show Mitigation Technology



For context, 'Confirm' texts every golfer on the tee sheet in the days leading up to the tee time to give them the opportunity to either text 1 to confirm, 5 to modify, or 9 to cancel. Golfers who booked roughly 15,000 of the 100,000 tee times opted to Cancel or Modify their time.

Take a self-guided tour. [See It in Action](#)

Tee time cancellations **spike late in the week**, with **Thursdays and Fridays** far outweighing every other day in the week on volume of cancellations.





What This Means for Operators:



Revenue Implications: Late cancellations leave little time to rebook, directly impacting potential revenue.



Operational Impact: Last-minute changes complicate staffing and course maintenance scheduling, making efficient operations challenging.

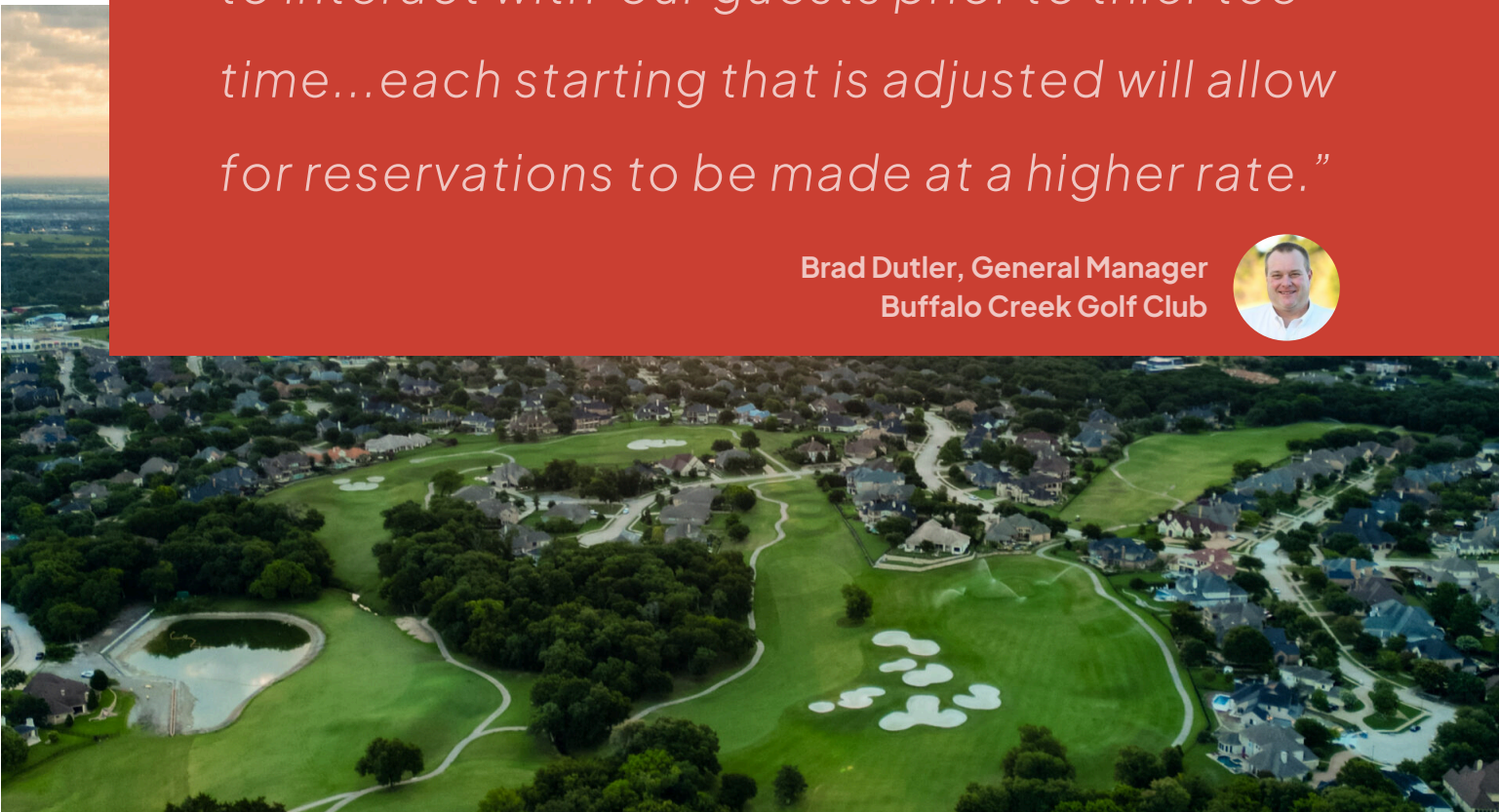


Customer Experience: Managing cancellations proactively allows operators to swiftly reallocate tee times, enhancing golfer satisfaction by reducing wait times and uncertainty.

Why does this matter? The closer the cancellation occurs before a tee time, the less likely it is to be filled.

“Confirm is providing us another opportunity to interact with our guests prior to their tee time...each starting that is adjusted will allow for reservations to be made at a higher rate.”

Brad Dutler, General Manager
Buffalo Creek Golf Club



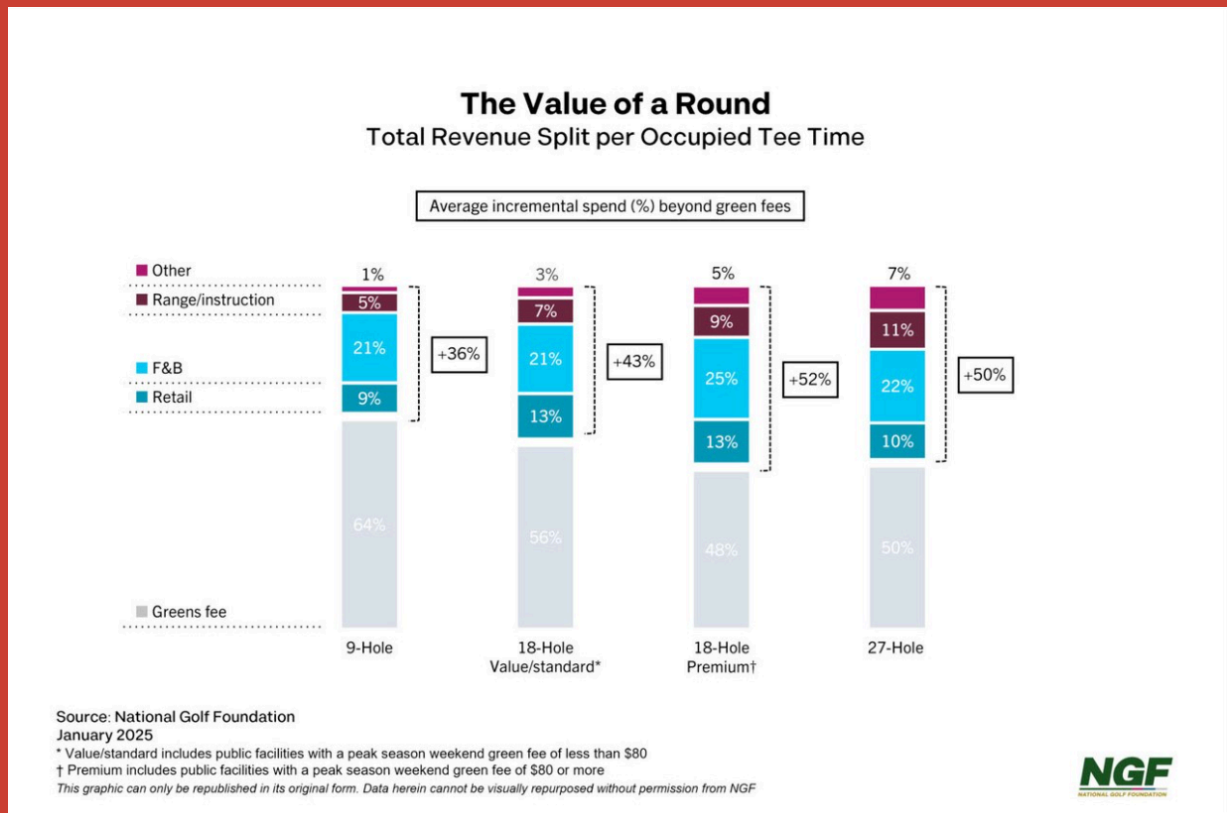


The cost of a last-minute cancellation going unfilled is not just the green fee, it is also all the ancillary spend.

According to the latest [National Golf Foundation data](#), roughly 50% of a tee time's value is in spend beyond the green fee (think: F&B, merchandise, cart fees, etc.). **This means that a canceled tee time doesn't just cost you a green fee; it's potentially half the total revenue that would have been spent.**

What can course operators do about the frequency of last-minute cancellations? A combination of policy and technology.

Having the right cancellation policy, and educating golfers about the detrimental impacts of cancelling inside that window can have a positive impact.





Policy Enhancements That Have Proven to Be Effective

1. **Credit Card Collection on Booking:** Helps reduce no-shows and secures payment for late cancellations.
2. **Strict 24-Hour Cancellation Policy:** A modest cancellation fee (e.g., \$20 per person) can reinforce commitment.
3. **Call Required to Cancel Inside 24 Hours:** A human conversation discourages casual last-minute cancellations.

Example of what good looks like: Palm Beach County

Booking Rules for PBC:

Okeehheelee Golf Course - Online Booking If you are unable to locate a tee time that fits your needs, we invite you to add your tee time preferences to the new [Okeehheelee Tee Time Assistant](#) to help connect you with your desired tee times. Twilight Tee Times do not guarantee 18 holes. Carts are due back to the clubhouse as posted in the clubhouse.

A credit card is required to reserve a tee time. Cancellations must be made 24 hours in advance to avoid a no-show fee. Your card may be charged up to \$20.00 per player that does not get checked in. - See our NO-SHOW POLICY.

Please take a copy of your reservation either on your phone, or on paper in the unlikely event the course does not have a copy. When you need to cancel less than 24 hours in advance due to an emergency, please call us directly at 561-964-4653.

All booked rounds are for 2 players per cart. Single rider carts are based on availability. When available, a single rider surcharge will apply.

The results? Palm Beach County has a no-show rate 75% below market average.

[Click here](#) to read more about the technology impact at Palm Beach County



Key Levers for Operational Efficiency:

Automated Reminders & Confirmation Texting: Tech like Confirm gives golfers a gentle nudge—keeping them aware of their reservation and reducing no-shows.

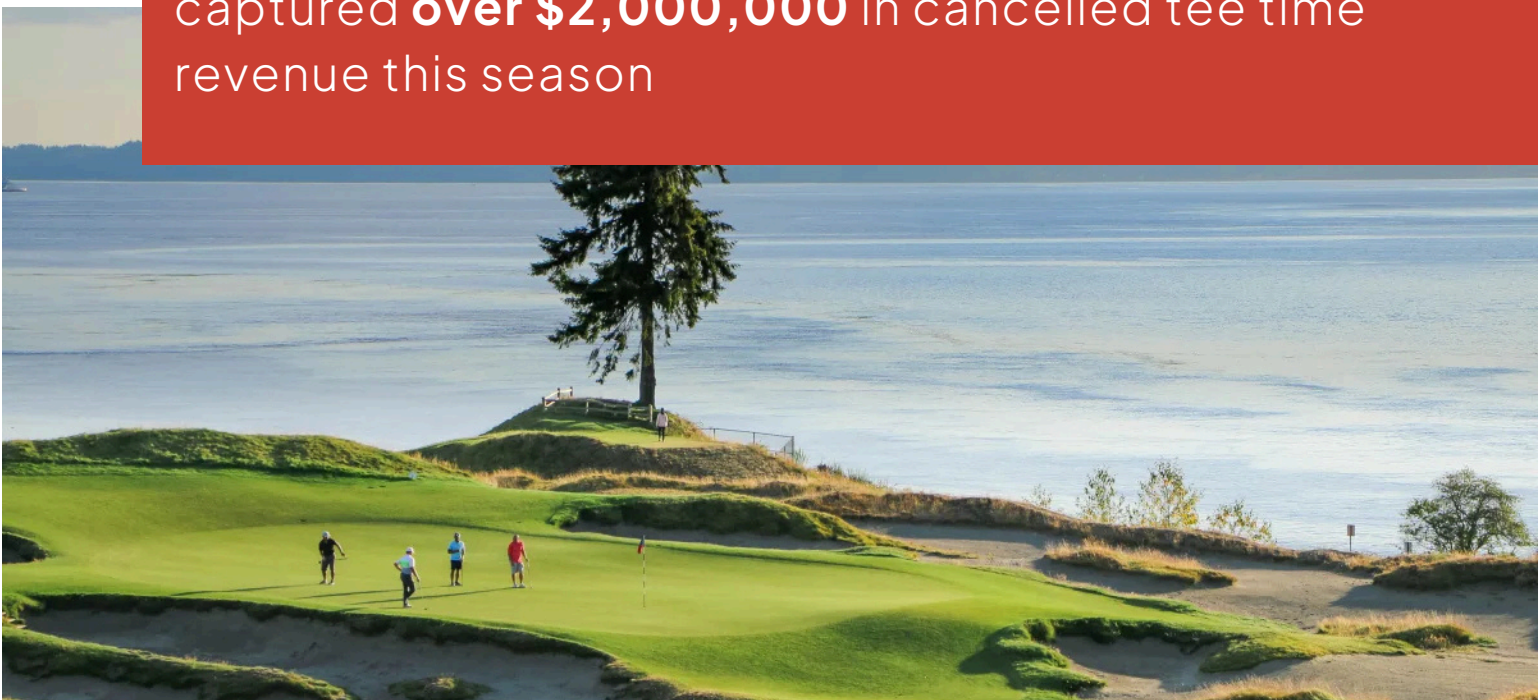
Digital Booking Assistant: Waitlist / Booking Assistant Technology Streamlines the rebooking process for your staff and your golfers.

Open-Integration Tee Sheets: Working with a tee sheet that has open APIs ensures your system can quickly adapt and connect with third-party tools for maximum efficiency.

The Key Takaway

Late cancellations on Thursdays and Fridays are compressing the rebooking window and chipping away at your potential weekend revenue. By combining well-structured policies with smart technology like Noteefy Confirm, course operators can proactively tackle this challenge—improving tee sheet utilization, capturing ancillary revenue, and keeping golfers (who truly want to be there) on the course.

Golf courses using Noteefy Confirm have now re-captured **over \$2,000,000** in cancelled tee time revenue this season





GOLF'S #1 DEMAND & REVENUE MANAGEMENT

Maximize revenue, operations, & customer experience