



CASE STUDY

Fossil Trace Golf Club

How Fossil Trace partnered with Noteefy to **Transform Demand Management.**



Turning Overflow Demand into Revenue:

How Fossil Trace Modernized Tee Time Access

Fossil Trace Golf Club, a premier golf destination serving both local and traveling golfers, faced growing challenges managing its high-demand tee sheet. With demand regularly exceeding supply, the course struggled to provide a seamless booking experience and clear visibility into true golfer demand. By implementing Noteefy's automated demand and revenue management platform, Fossil Trace enhanced how it manages tee time access, uncovering valuable insights and delivering a more equitable experience for every player segment.

THE CHALLENGE: MANAGING HIGH DEMAND WITH LIMITED INVENTORY

As one of Colorado's most popular public courses, Fossil Trace serves diverse player groups — including residents, state visitors, travel groups, leagues, and charity events. Prior to Noteefy, the team faced recurring challenges:

- Limited tee time inventory and consistently high demand
- No structured system to manage overflow interest
- Golfers had to manually monitor the website for cancellations
- No reliable data on which times or days were most in demand

The result was inefficiency and frustration from golfers hoping to “get lucky” with last-minute openings, and staff left without visibility into unmet demand.

THE SOLUTION: WHY FOSSIL TRACE CHOSE NOTEEFY

Fossil Trace implemented Noteefy to:

- Better serve all players, including local residents and loyal players
- Eliminate manual searching and reduce booking friction
- Provide an equitable booking process across player segments
- Offer golfers an additional channel beyond the standard booking windows
- Gain actionable insights into demand patterns

Integration was fast and seamless — customized to Fossil Trace's website and tee sheet, with full support from Noteefy's customer success team. Within days, the team was capturing valuable data and providing a superior guest experience.

“The impact was immediate. We're filling cancellations faster, and creating a better experience for both guests and staff all **with zero extra work on our end**. We are excited to continue to partner with Noteefy and roll out their future product enhancements”

—Adam Finch, PGA, Head Golf Professional Fossil Trace Golf Club

RESULTS AND IMPACT

Since launch, Noteefy has driven measurable operational and financial outcomes, supported by clear demand insights and improved golfer satisfaction.

PLATFORM PERFORMANCE

- Total Golfers Served: 11,702
- Total Economic Impact: +\$400,000
- Searches Created: 56,765

These results highlight the scale of engagement and economic value generated through automated demand capture and how quickly Noteefy's technology has become embedded in Fossil Trace's operations.

DEMAND INSIGHTS AND OPERATIONAL BENEFITS

- Revealed that actual demand far exceeded previous estimates — with over 150+ daily waitlist requests on peak days.
- Identified opportunities to fill an entire tee sheet during high-demand periods.
- Provided the team with data-driven insights to guide scheduling, pricing, and staffing decisions.
- Improved visibility into when and where golfers want to play informing long-term planning and community engagement.

CUSTOMER EXPERIENCE IMPROVEMENTS

- Created a fair and transparent way for all golfers to secure times.
- Empowered local residents with an additional access channel.
- Delivered technology that simply works — benefiting both guests and staff.

COMMUNITY IMPACT

For local residents, Noteefy has become an essential tool — providing equitable access to a high-demand public course. It complements existing resident programs and enhances the sense of community ownership over their home course.

KEY SUCCESS FACTORS

1. Seamless Technology Integration

Reliable system performance, easy-to-use interface, and rich data capture.

2. Enhanced Customer Service

Automated notifications, reduced manual searching, and multiple access points for golfers.

3. Actionable Data and Insights

Clear visibility into demand, capacity utilization, and golfer behavior trends.

LOOKING AHEAD

The success at Fossil Trace Golf Club demonstrates how modern automation and data intelligence can redefine public golf management. By adopting Noteefy, Fossil Trace not only improved operational efficiency but also built a more inclusive and transparent system, one that strengthens golfer relationships and drives long-term growth.

About Noteefy

Noteefy has the first automated tee time waitlist and demand platform for golfers and golf courses—improving the booking experience, while accelerating course revenue and efficiency.

Noteefy is trusted by over 800 golf courses—including 80 of the top 200 public courses and 9 of the top 12 Multi Course Operators.

The Noteefy technology enables golfers to input their personalized playing preferences, then get real time notifications when their desired tee times come available.

Visit us at **[Noteefy.com](https://noteefy.com)**

Email **contact@noteefy.com** to learn more



Maximize revenue, operations, & customer experience

