



CASE STUDY

Chambers Bay

Capturing \$325K in revenue from canceled tee times with **automated demand management**



Maximizing a Sold-Out Tee Sheet: Chambers Bay's Shift from Manual Chaos to Automated Revenue Recovery

As a U.S. Open venue with all-time demand, Chambers Bay uses Noteefy to fill highly coveted tee times automatically without manual waitlists or missed opportunities.

THE CHALLENGE

Chambers Bay continues to experience unprecedented demand. Tee times at Chambers Bay - the host site of seven USGA championships, including the 2015 U.S. Open - are highly coveted. Availability remains extremely limited, and demand shows no signs of slowing.

Before Noteefy, the team attempted to manage cancellations and waitlists through a shared Google Sheet, a manual process that only worked as well as whoever was actively monitoring it in the moment.

"Our challenge was finding a way to responsibly and efficiently manage that demand while still providing our guests a fair opportunity to access the tee sheet when cancellations occurred," explains Matt Cohen, Chambers Bay's General Manager.

The manual approach required constant monitoring, manual outreach, and left plenty of room for missed opportunities and inefficiencies. Every uncaptured cancellation represented lost revenue and a disappointed golfer.

THE SOLUTION

When evaluating solutions for automated cancellation recovery, the decision was straightforward. Chambers Bay needed technology that could match canceled tee times with interested golfers automatically, no manual tracking, no missed opportunities, no staff time wasted.

"The decision to choose Noteefy was fairly obvious," Matt said. "There simply wasn't another solution offering this type of technology. Noteefy created the category, pioneered the product, and solved a very real problem that no one else was addressing at this level."

The implementation was remarkably swift. "There was nothing required from our team beyond a few clicks of a button," he explained. "No heavy lifting, no technical hurdles, no disruption to daily operations." The golf shop received just 48 hours' notice before going live, and the transition was seamless.

THE RESULTS

- \$325,000 in confirmed bookings from canceled tee times over 20 months
- 75% conversion rate on 48-hour cancellations (up from 45%)
- Over \$6,000 per day in recovered revenue from last-minute cancellations
- Reduced phone calls, staff workload, and manual waitlist management
- Golfers booking as far as 150 days in advance (93-day average)

MEASURABLE FINANCIAL IMPACT ACROSS TWO POLICY PERIODS

Looking at the full period from implementation through now, the data tells a compelling story about the value of structured cancellation policies paired with automation.

Under the expanded 7-day policy, \$100,000 in confirmed bookings occurred within just three days of the tee time - demonstrating how effectively the platform captures short-term demand. Expanding the analysis to the full 8-day window (7-day cancellation policy plus the automated reminder email), Chambers Bay generated \$325,000 in total confirmed booking revenue.

The conversion rate improvements were equally significant. During the July 2023 to February 2024 period, Noteefy increased the conversion rate on 48-hour cancellations from 45% to 75% - translating to over \$6,000 per day in recovered revenue from last-minute cancellations alone.

"This data strongly underscores how tightening the cancellation policy meaningfully improves short-term tee sheet turnover, originally the primary reason for implementing the policy," Matt noted.

UNEXPECTED APPLICATION: GROUP EVENT MANAGEMENT

While the primary use case focused on managing cancellations on the public tee sheet, Chambers Bay discovered another valuable application in their Sales & Marketing role: group event support.

"On a personal level, in the Sales & Marketing role, I also use Noteefy extensively on the back end for group events," shared Anthony Shipman, Assistant General Manager/Director of Sales & Marketing. "Many groups are looking to grow their numbers, and availability is often the limiting factor. Being able to track openings and quickly add players when times become available has been incredibly valuable for maximizing group participation and revenue."

This secondary benefit demonstrates how demand management technology can create value across multiple business functions—not just public tee sheet optimization, but also private event growth and relationship management.

A STRAIGHTFORWARD DECISION WITH LASTING IMPACT

For Chambers Bay, the decision to implement automated demand management wasn't complicated. They needed a solution that would capture revenue being lost to manual processes, provide their guests with a fair chance at securing tee times, and free their staff to focus on hospitality rather than spreadsheet management.

Noteefy delivered on all three. The implementation was seamless enough that the golf shop needed just 48 hours' notice. The financial impact was immediate and measurable. And the operational benefits compounded over time as staff became more efficient and guests became more satisfied.

"Beyond the operational wins, customer satisfaction stands out," Matt said. "Guests feel empowered rather than shut out, and the course benefits from fuller tee sheets without added effort. It's a win for both the golfer and the operation."

"Noteefy has streamlined the entire process for guests seeking unavailable tee times. **It replaces frustration with opportunity while simultaneously maximizing the tee sheet.**"

—Matt Cohen, General Manager Chambers Bay

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

Email contact@noteefy.com to learn more



Maximize revenue, operations, & customer experience

