



Case Study: Treetops Resort

Software from ActiveGolf Saves Time and Money for Treetops Resort

Home to 81 holes of championship golf and nearly 70,000 golfers in a six-month time span, Treetops Resort is located just a few miles outside of Gaylord, Michigan. The resort boasts five distinctly different courses crafted by renowned designers Robert Trent Jones, Sr., Tom Fazio and Rick Smith to offer one of the best collections of golf courses anywhere in the country. Dramatic views and rolling terrain provide a beautiful setting for world-class golfing and make Treetops Resort the pinnacle of golfing in the Midwest. From packages for skiers, golfers, spa-goers or honeymooners to conference and banquet attendees, Treetops caters to anyone looking for four-season outdoor adventure and year-round relaxation.

A New Software Implementation

Kevin McKinley joined Treetops Resort as its Director of Golf just as the new ActiveGolf software program was installed in Spring 2004. The resort had been using an antiquated software system that couldn't keep up with its growing needs.

"Treetops Resort selected ActiveGolf's GEN software for its Internet capabilities, reporting features, including forecasting revenue and tee times, and its inventory control and management," explains McKinley. "These features were key in enabling us to improve our internal efficiency and organization."

McKinley notes the installation was almost instantaneous and was quickly followed by thorough training by the ActiveGolf team. "The training was very comprehensive. The ActiveGolf team came to us on-site to make sure we were comfortable with the software and able to take advantage of its many features."

"Now that we are proficient using the software, new staff members can be easily trained in-house. It's really just a matter of leading by example. The software is extremely user-friendly, requiring us to spend very little time on formal training." With approximately 25 staff members using the software on a regular basis, that can translate to a significant time savings.

A Discovery in Versatility

The ActiveGolf software is designed to interface with the resort's other software programs, maximizing existing investments and creating a seamless workflow of transactions. Everyone from sales and front desk to pro shop and golf personnel are able to register guests for tee times, as well as other resort offerings, including spa services, dining, and skiing.

"Unique to resorts is a need for rate flexibility in the software," says McKinley. "We have two pro shops, 81 holes throughout our five courses, a ski shop, a spa, several dining venues, all requiring different rate categories. We offer discounts

Customer at a Glance

Customer: Treetops Resort

Solution: GEN

URL: www.Treetops.com

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– Kevin McKinley,
Director of Golf,
Treetops Resort

Top 6 Reasons Why Treetops Resort Uses ActiveGolf Software:

1. **Internet Capability.** Personnel can access tee sheets, reports, data, reservations and other information from any Internet connection at any property location.
2. **Reporting.** From tee sheet and POS reports to accounts receivable and inventory reports, reliable data is accessible at any time.
3. **Versatility.** ActiveGolf software is utilized all 12 months of the year for both golf course operations, as well as skiing and tubing operations.
4. **Inventory Control and Management.** From receiving to reconciliation, ActiveGolf streamlines inventory management for the resort's multiple courses.
5. **Powerful Rate Management.** Staff members can easily modify rates as needed for various resort packages.
6. **Multiple Interfaces.** ActiveGolf software interfaces with the resort's existing property management systems, food and beverage suppliers, and spa systems.

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McKinley notes the software's versatility is perhaps the biggest benefit for our resort. "I actually utilize the ActiveGolf system for my ski operations and tubing run sessions. I can create tubing times on the tee sheets and book ski lessons. We went from utilizing the software just seven months out of the year for our golf operations to now utilizing ActiveGolf for all 12 months. The ability to cross-utilize this system translates to time and money savings for our resort."

An Exciting Future

Always looking to expand in both services and property, Treetops Resort is considering new developments and perhaps even a membership program for its guests. McKinley is confident the ActiveGolf software will continue to foster the resort's growth and serve its future needs.

While the software may not have a direct impact on the number of golfers from a marketing standpoint, McKinley notes there's so much versatility in the software that he can be creative to allow more golfers on the courses on certain occasions, increasing rounds and revenue. "The ability to block tee times any way I see fit aids me in putting more golfers on our courses on days that permit."

As for other resorts considering new software programs, McKinley advises that they call around and ask for references and recommendations. McKinley has received such phone calls and notes that the resort has been very pleased with ActiveGolf software. He hasn't even considered looking into other software programs and feels that's a testament to his satisfaction with the software and ActiveGolf's customer support team.

