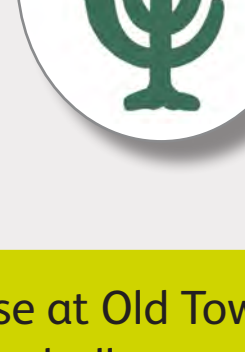




**“SkyTrak has helped us add value to an already-great golf club”**

Josh Paris, CCM: General Manager, Old Town Club



## BACKGROUND

Old Town Club is a private golf club located in Winston-Salem, North Carolina. This Perry Maxwell design opened for play in 1939, and is often described as the last great US golf course designed before World War II. It currently sits comfortably inside Golfweek Magazine's Top 30 Classic Golf Course rankings at #27. Some aficionados of pure golf course architecture place it even higher in the nation's rankings, drawn by Old Town's undulating topography and subtle natural charm. In 2013, Bill Coore and Ben Crenshaw restored the course to Maxwell's original vision, renovating bunkers, restoring many sweeping interior views, and recapturing both green and fairway spaces.

**“The golf course at Old Town Club presents a new challenge with every round – you will never get tired of playing it”**

Josh Paris, CCM: Old Town Club

As one of the USA's hidden gems, part of Old Town Club's allure is its privacy. Access to play is limited to a small number of members and their guests. The clubhouse provides an atmosphere of elegance and hospitality, and throughout the property there is a traditional sensibility, welcoming true golf lovers, their families and friends.

## THE BUSINESS NEED

**“We asked ourselves, how do we fit the game of golf into today's busy lifestyle? If I'm a golfer, with two hours of free time, what can I do here?”**

Josh Paris, CCM: Old Town Club

Old Town Club has earned a good reputation for both casual dining and as a formal banqueting venue. Combined with a well-equipped 9,000 sq ft fitness space, tennis courts and excellent pool facilities, Old Town offers members and their guests a variety of ways to spend time off the golf course.

However, the Club identified a need to provide golfers with more reasons to visit their club. If you aren't able to play a full 18 holes today, what are the options? Perry Maxwell's clever course design had already provided two 3-hole loops close to the clubhouse – holes 1, 2 and 3, and holes 10, 11 and 18 – so golfers have easy options to play 3, 6, 9 or 18 holes at Old Town Club, but when the sun goes down, the weather is poor, or when you

just plain can't get out on the golf course, how can you satisfy the golfing bug?

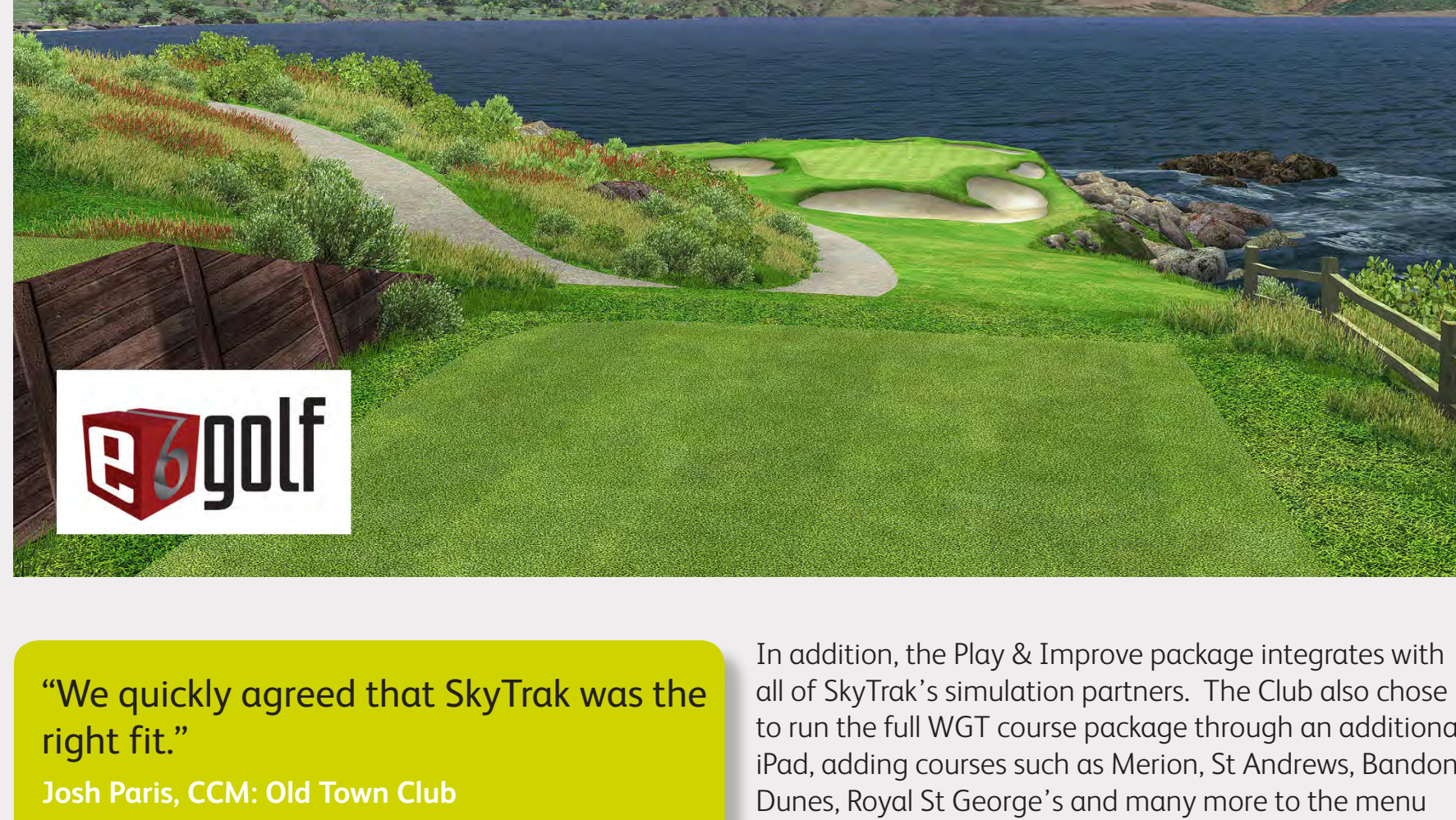
Indoor golf had obvious potential, and SkyTrak representatives were soon invited to demonstrate the system at the Club. The demo was well-received, and in the Fall of 2016 the club's new Director of Golf, Charles Frost, and Course Superintendent O'Neill Crouch visited SkyTrak headquarters to look at a more in-depth setup.

**“We needed something that catered to both game improvement and entertainment. Our goal was to give members an additional reason to come and use their golf club.”**

Josh Paris, CCM: Old Town Club

Following the visit, Club officials began discussing a solution for a sustainable, long-term indoor facility at Old Town Club.

## THE SKYTRAK SOLUTION



**“We quickly agreed that SkyTrak was the right fit.”**

Josh Paris, CCM: Old Town Club

Old Town Club chose a single-bay SkyTrak GS-13 Golf Simulator Studio system, with a 1080p high-definition projector, an UltiMat 2-mat system, side panels and an extended canopy. The Club also added an indoor putting space adjacent to the simulator.

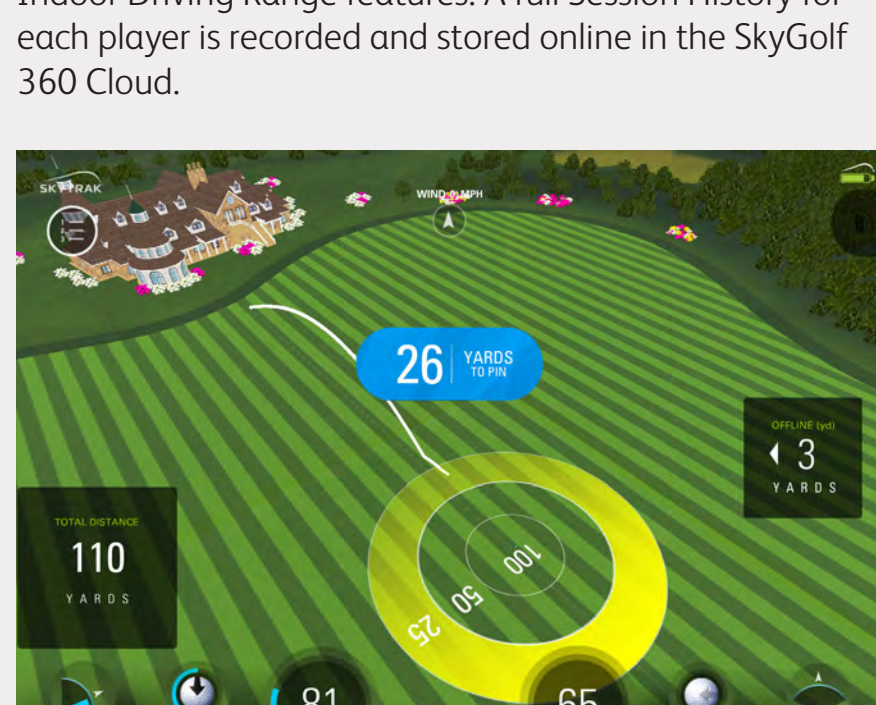


To power the simulator, the Club chose a SkyTrak unit linked to a PC running the TruGolf E6 15-course Standard Package, which includes Pinehurst #2, Harbour Town, Bethpage Black and a dozen more Championship courses, plus the additional Pebble Beach Resort Pack with The Links at Spanish Bay, Spyglass Hill and of course Pebble Beach itself.

**“With SkyTrak, golfers at Old Town Club can just walk in, put down their ball, and play. If bad weather drives them indoors, SkyTrak ensures that they can stay at the club and still have a blast.”**

Andy Allen, Vice President & Managing Director – Golf Division, SkyTrak Golf

For indoor practice, club fitting and golf lessons, Old Town Club chose the SkyTrak Play and Improve package, giving its members access to the full suite of SkyTrak functionality, including Bag Mapping, Dispersion Circles, Skills Assessment, Club Comparison and a host of other Indoor Driving Range features. A full Session History for each player is recorded and stored online in the SkyTrak 360 Cloud.



In addition, the Play & Improve package integrates with all of SkyTrak's simulation partners. The Club also chose to run the full WGT course package through an additional iPad, adding courses such as Merion, St Andrews, Bandon Dunes, Royal St George's and many more to the menu available to members and their guests.

**“In use, SkyTrak's easy setup and playability makes it ideal for us. It offers real-time, high-definition golf and accurately reflects the challenge found on a real golf course.”**

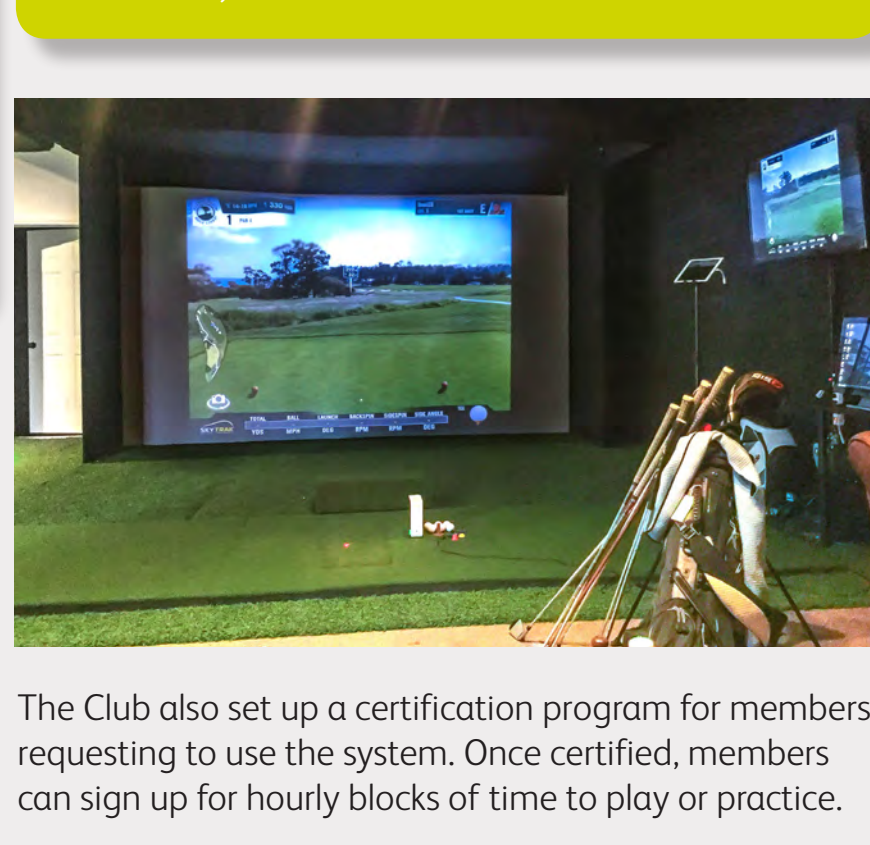
Josh Paris, CCM: Old Town Club

A spacious basement area in the clubhouse had become available, and SkyTrak staff arrived to start the installation in February 2017. A month later, the Club's new SkyTrak indoor swing room opened for play, free to use for members and their guests.

The SkyTrak team trained Old Town Club staff on the system, explaining the quick-start process to get members straight onto the virtual golf course. Club staff were also fully-trained on SkyTrak's in-depth features such as coaching and custom-fitting, left-handed setup, and how to operate both PC and iPad modes.

**“Since adding SkyTrak, 80 % of usage has been entertainment-based, and 20 % for golf lessons and serious practice. Our avid golfers, social golfers, family members and learners all get a lot out of SkyTrak.”**

Josh Paris, CCM: Old Town Club



The Club also set up a certification program for members requesting to use the system. Once certified, members can sign up for hourly blocks of time to play or practice.

Old Town Club members and their guests quickly took to the new swing room, with the attraction of playing a variety of world-famous golf courses in high-definition proving to be the most popular feature. As a family-orientated club, with a strong Junior membership, it was important that the indoor facility mirrored the family-friendly environment.

**“Old Town Club was phenomenal to work with throughout the entire process.”**

Andy Allen, SkyTrak Golf



**“Old Town Club is geared towards the family dynamic, and SkyTrak fits well with this. Our club is viewed by many as their second home.”**

Josh Paris, CCM: Old Town Club

## OTHER BENEFITS

The indoor swing room has quickly become a popular social gathering place at the Club, and has also provided a private area for beginners to work on their skills without the embarrassment often associated with learning something new.

**“We have found that our beginning female golfers like to be introduced to the game in seclusion, and SkyTrak helps us to achieve that.”**

Josh Paris, CCM: Old Town Club

Old Town Club soon found that all different kinds of members and their guests had taken to using the SkyTrak facility. Avid golfers appreciated the ability to work on

**“In our recent Member-Guest event, the overall champion was a heavy user of the SkyTrak, as were both of the flight winners.”**

Josh Paris, CCM: Old Town Club

their game in all weather conditions or after dark, and some couples have even made 'date night' at the club a popular practice.

Many Old Town Club members are now heavy users of the SkyTrak simulator, with real-world performance already being shown out on the golf course.

Several Old Town Club members now also own a SkyTrak themselves, and the club's indoor facility has become a comfortable home away from home for a large group of members. This achieves one of the Club's original goals: namely, to give their members more reasons to come and visit the Club.



## SUMMARY

SkyTrak has become a popular, free attraction for Old Town Club members and has added a new dimension to life at the club. Feedback has been overwhelmingly positive, with members hanging out in the indoor studio with cocktails and food while playing some of the world's most famous golf courses, taking lessons from the Old Town Club teaching staff, or working through a custom-fitting process to choose their new golf equipment.

**“Our members appreciate that SkyTrak is another amenity which is included in their monthly dues. It works with our ethos of balancing golf club culture and tradition, with what is relevant in today's golf industry.”**

Josh Paris, CCM: Old Town Club



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