

Annual revenue planner

Replace the example inputs with assumptions for your location. Amounts are USD. For calculations, use Adobe Acrobat Reader with JavaScript enabled. Built-in phone previews may allow typing without updating totals.

Daily visitors

120

Open days / year

300

Visitors who play (%)

80

Average admission (\$)

14

Extra group bookings / year

75

Extra revenue / booking (\$)

325

Food & drink / paid round (\$)

3.5

Other annual revenue (\$)

23000

Avoid counting group admissions or food twice: extra group revenue must exclude sales already included in admission and food inputs. Other revenue includes arcade, merchandise, sponsorship, and advertising.

Paid rounds / year

28,800

Annual gross revenue

\$551,375

Admissions

\$403,200

Extra groups

\$24,375

Food & drink

\$100,800

Other revenue

\$23,000

75% sensitivity

\$413,531

125% sensitivity

\$689,219

Gross revenue is not profit. Operating expenses, tax, financing, and construction costs are excluded. Sensitivity values are arithmetic comparisons, not guaranteed outcomes or probabilities.

Seasonal revenue planner

A more detailed alternative to annual attendance. Enter paid rounds per open day and ticket prices for each season. Daytime and evening use the same open-day count.

Prefilled attendance: legacy 18-hole example. Prices (\$14 / \$16) are illustrative assumptions. Use actual open days rather than the old date labels; enter 0 days for closed seasons.

Season	Days	Day rounds	Day price \$	Eve rounds	Eve price \$
Peak season	123	115	14	135	16
Fall	91	38	14	45	16
Winter	90	19	14	23	16
Spring	61	38	14	45	16

Total seasonal open days must be 366 or fewer. Seasonal food revenue uses these paid rounds and the food spend on page 1. Extra groups and other annual revenue also use page 1 inputs.

Seasonal paid rounds

47,146

Seasonal admissions

\$711,074

Combined annual gross revenue

\$923,460

75% sensitivity

\$692,595

125% sensitivity

\$1,154,325

Choose ONE method for your planning estimate. Do not add the annual and seasonal totals together. Seasonal defaults are a separate illustration, not a forecast for your market.

How to use your estimate

One planning framework consolidating the supplied annual calculator, legacy Excel model, and historical revenue projection sheet.

01 / BUILD FROM YOUR MARKET

Use local demand, operating schedule, expected attendance, and blended ticket prices. Daily visitors means venue visitors; conversion is the share buying a round. The annual model assumes one paid round per converted visit. If you project repeat rounds, reflect that explicitly in your attendance assumptions.

02 / FOLLOW THE MATH

Annual rounds = daily visitors x open days x conversion / 100. Annual admissions = rounds x average admission. Seasonal rounds = sum of days x (day rounds + evening rounds). Seasonal admissions = sum of days x (day rounds x day price + evening rounds x evening price).

03 / ADD ONLY INCREMENTAL SALES

Total revenue = admissions + extra group bookings x extra revenue per booking + paid rounds x average food spend + other annual revenue. Enter zero for sales you will not offer. Per-round food spend should average across all rounds, including players who spend nothing.

04 / COMPARE ASSUMPTIONS

The 75% and 125% comparisons come from the newer annual workbook. They scale total revenue, without changing cost or attendance assumptions. The older materials used 65% / 135% market multipliers; their printed dollar examples are inconsistent and have been omitted.

05 / UNDERSTAND THE SOURCE CHANGES

The legacy XLS uses \$5 daytime / \$7 evening rates and contains inconsistent cached revenue values. The supplied historical PDF uses \$7 / \$9. These are not presented as current pricing guidance. This planner uses the newer annual workbook example and editable \$14 / \$16 seasonal prices. The plugin includes both 18- and 36-hole legacy attendance templates.

06 / SAVE AND DISCUSS

On a phone, use the mobile browser calculator, then choose Save results PDF. This creates a completed PDF directly, without a print dialog. This fillable PDF requires Acrobat Reader for calculations; other viewers may show unchanged example totals. Do not rely on totals that have not updated.