



Peninsula Golf Resort Uses Satellite Technology For Above Par Service to Golfers

Lancaster, Ky- Across Kentucky, there are 285 golf courses. For each golf course it is vital to differentiate oneself from the other courses, in order to ensure success. Peninsula Golf Resort in Garrard County applied the use of ParView, a Global Positioning System (GPS) that provides extensive information concerning the course to golfers and managers alike.

Peninsula Golf Resort with more than 200 acres of rolling terrain is a challenging course sure to test the very best of golfers. However, ParView GPS System provides assistance to all golfers at Peninsula Golf during their round of play.

“ParView is a unique system that no one else has in the area,” said Greg Johnson, General Manager and PGA Professional at Peninsula. “Only one other course in Kentucky offers a GPS system.”

At Peninsula Golf Resort, the ParView GPS System is installed in every golf cart and results in an interactive round of golf. At every tee, a digital picture of hole appears on the cart screen and provides the exact distance to the hole. After teeing off, the cart screen displays the specific ball distance from the hole. The system is able to do the work of a caddie with the touch of a button. The system even implements warnings to protect the greens of each hole. If a cart gets too close to the green, breaking an invisible barrier, a warning siren sounds in the cart until it is moved an acceptable distance.

Additionally, the GPS system can access a leader board during golf scrambles in order to monitor the scores of competing golfers. This capability reduces the distance between the golfers with the help of technology.

The System also provides golfers with the option to order food from the clubhouse after the ninth and eighteenth holes. The orders are sent directly to the kitchen in order to eliminate any delays in service. Golfers simply pick up food in the clubhouse during or immediately following the round of golf. After the 17th hole, golfers are given the option to join the Peninsula Golf E-club.

Beyond the basic game features, ParView GPS System is a central management tool for the clubhouse. The clubhouse is able to locate and monitor golfers on the course throughout each round. Golf carts are displayed on a central screen and designated with one of three colors: green, coral and red. Each color denotes the speed of the golfers or golf party. If a golfer falls behind the average speed of play and the cart color changes, the clubhouse can easily send a message to the cart screen.

In inclement weather, the ParView GPS system allows the clubhouse to warn golfers of impending conditions. The screens update golfers regarding weather conditions and requests for players to return to the clubhouse before storms hit the area.

The system also serves as an emergency notification system for both the golfer and the clubhouse. Golfers can contact the clubhouse if there is difficulty with the golf cart or a far more serious situation with a player. On the ParView screen, golfers may even solicit emergency medical help.

Peninsula Golf Resort provides a full compliment of amenities for all golfers including fully furnished villas. Golfers from Canada and across the United States often journey to Lancaster, Kentucky for the convenience of lodging and golf. Of the courses' 28,000 rounds of golf each year, half of the golfers enjoy the villas as well as the course.

About KY 120:

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](http://www.connectkentucky.org) initiative, CiTE (Center for Technology Enterprise) is profiling business initiatives in each of Kentucky's 120 counties. For more information visit our Web site at www.connectkentucky.org or call 270.781.4320.

Name:
Peninsula Golf Resort

Internet:
www.peninsulagolf.com

Products/Services:
Golf Course and Resort

Location:
Lancaster/Garrard County

Leadership:
Danny McQueen, Owner
Greg Johnson, General Manager

Employees: 35 seasonal

Founded: 1997

Reach: Regional

Innovative Insight:
“Peninsula Golf is in a remote location. We needed broadband technology to be innovative and to serve our golfing customers.”

Way Internet Has Made You More Competitive:
“With our E-Club, we are able to provide members with information about the course, discounts on greens fees, cart fees, food and beverages. These discounts can be very influential when golfers are choosing a course.”

Ways to Continue to Attract the Best Workers:
“The ParView GPS System has helped to simplify the duties of our employees allowing them to focus on the important duties of customer service and course maintenance.”