



Royal Park I Roveri

„Hole in one“ with SKIDATA

The golf club Royal Park I Roveri is one of the most popular Italian golf clubs on an international scale. It is nestled in a charming landscape in the La Mandria Nature Park, only 15 km outside of Turin, right in the middle of the Alps. Beginners and professionals can find everything they could ever wish for on the driving range, which is surrounded by centuries-old trees, and on the two differently designed golf courses. The Italian Open have been held here since 2009.



Dr. Angelo Siniscalco, Director at Royal Park I Roveri Golf Club:

I am convinced that we are relying on the right partner with SKIDATA in order to use the various possibilities that this system offers efficiently.

Customer

Royal Park I Roveri

Goal

- Visitor tracking system and visitor stream analysis
- Use and acceptance of the keycard by members

Solution

Installation of Keydetector.Gate and keycard in the access area. Overarching application possibilities of the keycard and hence, the positioning as an exclusive member card.

Access Control Systems for Golf Courses

On the one hand, the golf club Royal Park I Roveri required a daily updated overview of the number of members on the golf course, as well as an analysis of how they use the facility – all while considering the special ambience and atmosphere at a golf club. On the other hand, they wanted to introduce the use of a club card (keycard) to access the club.

In order to document the presence of members, SKIDATA installed the Keydetector.Gate system. This discrete access control system grants access to members with their keycard and be registered in an unobtrusive way at the same time. They only have to hold their club card to the scanner device to get to the golf course or the gym and to obtain golf balls at the driving range. Furthermore, the card can also be used in the club restaurant, as it has to be presented at check-out for the final bill.

This concept is also applied for day green fees. Day guests are registered in the CRM and also receive a card, with which they can move freely on the golf course.

It is obvious that the success of the visitor stream analysis depends on the actual use of the keycard. It was introduced as an exclusive card in the club in order to ensure

usage and acceptance. As a matter of fact, the Royal Park club card is a multifunctional keycard, which not only grants access to the golf course, but it can also be used in the Juventus Stadium, as well as in ski resorts and for public transport.

The solution that was developed by SKIDATA is based on individual modules and be expanded as necessary. In this context, together with Royal Park I Roveri, SKIDATA is planning the introduction of a system, which can be used to register for tournaments or manage golf carts and golf bags.

Features

- **Discrete visitor registration –**
The discrete access control via Keydetector.Gate tactfully respects the ambience and atmosphere at a golf club. Members can access the golf course using their keycard and are registered at the same time.
- **Various possible uses of the keycard – multifunctional card –** The card cannot just be used in the golf club, but also in the Juventus Stadium, as well as in ski resorts or for public transport. In this way, it offers crucial additional functions and hence turns into an exclusive card.