GolfBusiness WEEKLY

JUNE 9, 2021

OPINION

### Making Golf Their Thing – It May be More Challenging Than it Should Be

By Harvey Silverman, Silverback Golf Marketing

The latest industry grow-the-game initiative has launched: Make Golf Your Thing. But how can golf courses participate if they can't be found on the Internet or don't have online tee time booking capabilities? If you were to ask this readership (comprised of mostly NGCOA members) "how many U.S. golf courses do not have online reservations, especially 18-hole regulation courses?" you might expect the perception to be that, hey, it's 2021 – don't they all? Not only would you be wrong, you'd be WAY wrong. Get this: **26% of U.S. 18-hole regulation courses do not have online tee time booking capabilities.** And it's much more sparse for 9-hole, executive, and par-3 facilities. How do we know? *Apparation LLC* has compiled the most extensive database of golf course technology ever created for both the U.S. and Canada... **READ MORE >>**

Short Courses – Do They Make Economic Sense?

By Larry Hirsh, President, Golf Property Analysts

In the continuing effort to grow the game, one area that's become prominent is the development of short courses. In some cases, this can mean "Par-3" layouts with holes sometimes no longer than 100 yards, it can mean "Executive" courses which typically have a few par-4 holes sprinkled in with a preponderance of one-shotters and those courses which consist predominantly of (shortish) par-4 holes with maybe a par-5 and usually a par-3 or two for nine holes. Historically looked down on, recent short courses of high quality have been developed and are attracting a wide variety of golfers, including experienced and skilled players. Golf Advisor lists what they consider to be the top 25 short courses in the U.S. which includes some of each "flavor". Here are some of the more notable (both included and not included)... **READ MORE >>**
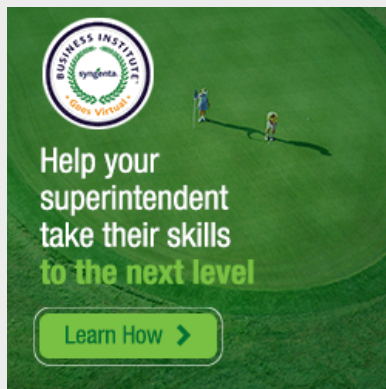
FROM AROUND THE INDUSTRY

- First Ever 'Careers in Golf Internship' Program Launches at Westfield Country Club (African American Golfers Digest)
- Pine Valley (N.J.) GC Votes to Allow Female Members (Club + Resort Business)
- Payne Stewart Kids Golf Foundation Teams with PHIT America to get Kids Active and Playing Golf (PHIT America)
- Women's Golf Day 2021 Sets New Global Records (Women's Golf Day)

GOLF BUSINESS MAGAZINE MAY/JUNE 2021

Fripp Island Golf & Beach Resort – Thriving Beyond Golf

Situated on the most seaward of South Carolina's barrier islands, Fripp Island Golf & Beach Resort is a destination for golfers and non-golfers alike. Designated as a Wildlife Sanctuary, Fripp Island features more than 3,000 acres of natural beauty... **READ MORE >>**

EventPro360 Takes Event Sales and Management to New Cloud-Based Heights

In a lot of cases, owning and operating a golf facility can represent a disparate state of business affairs. And for many of the busier and bigger facilities/clubs, it can sometimes seem like being in a state of organized chaos. At least that's how some might perceive this unique business... **READ MORE >>**

Keep all facets of your golf business AHEAD of the curve — browse NGCOA's (just released!) 2021 Agronomic, Marketing and Operation Trends Reports!

The Golf Business Podcast brings you informative content to help your golf course business thrive. You can now also READ the transcript from our latest episode!

The NGCOA partners and participates with industry experts to provide members with timely, business-critical reports, studies and other research content.

Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. CLICK HERE to subscribe.

The views and opinions featured in Golf Business WEEKLY are those of the authors and do not necessarily reflect the position of the NGCOA.

GOLF BUSINESS MAGAZINE

291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262