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## GOLF BUSINESS WEEKLY WATCH

**Meeting the Needs of Millennials: Is your course up-to-par on the expectations from this significant segment of golfers?**



The *2021 Millennial Golf Industry Report* is out now. Nextgengolf's **Matt Weinberger** discusses the trends that surprised him, what course owners should immediately take note of, impacts revealed from the "work from home" lifestyle, and more! [WATCH >>](#)

## OPINION

### Post-COVID Golf: The focus may be shifting to your practice facility

By **Larry Hirsh**, *President, Golf Property Analysts*

For nearly the past year, the one common topic discussed in “golfdom” is the surge in participation, rounds played and club membership resulting from the COVID pandemic. The question is how sustainable is that surge? I believe it relates to if, how, and how many return to the traditional workplace. “*When the pandemic recedes, executives can’t expect office life to be as it was. But they can create a new work world that will keep employees happy and productive*”, say Harvard Business School faculty members. As a lifelong real estate professional, I’ve surmised over the past several years (before COVID) that the preponderance of online shopping and remote working would negatively impact the retail and office real estate markets... [READ MORE >>](#)



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## FROM AROUND THE INDUSTRY

- [WATCH: Jim Beatty, Editor of African American Golfer's Digest, spotlights the inspiration behind the upcoming inaugural African American Golf EXPO & Forum](#) (Golf Business LIVE)
- [From golf course to park?: Couple aspires to establish a nature preserve in northern Zionsville](#) (Current | IN)
- [These are 30 golf landmarks that you need to see in person](#) (Golfweek)
- [Bulldoze munis for housing? California lawmaker’s controversial idea sparks debate](#) (Golf.com)

## GOLF BUSINESS MAGAZINE MAY/JUNE 2021



### Pinehurst Resort – A Night or Two of History is a Revenue Driver

People will pay for history. That’s always been the case. Whether it’s art, antiques, or rare old manuscripts, the market for a piece of the past has remained constant through war, peace, pestilence and prosperity. But only recently has that market expanded to include historical experiences... [READ MORE >>](#)

### Keswick Renovation Embellishes Elegant Hospitality Experience

Keswick Hall & Golf Club, a luxury golf resort in Keswick, VA, is situated in the state’s historic wine country or in its bucolic hunt country, depending on one’s perspective. For those who prefer golf, Full Cry at Keswick Golf Club, a Pete Dye design, continues to garner top accolades since it opened in 2014 to rave reviews... [READ MORE >>](#)



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