

J U L Y 7, 2 0 2 1

SPOTLIGHT

Golf Participation Surge Sustainability Looks Good as we Enter the Summer

By Jon Last, President, Sports and Leisure Research Group
As seen in NGCOA Research Center's [Latest Data & Reports](#) Dashboard

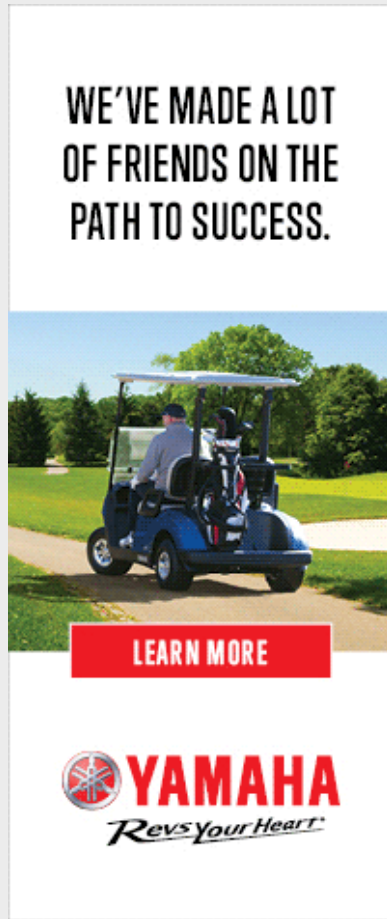
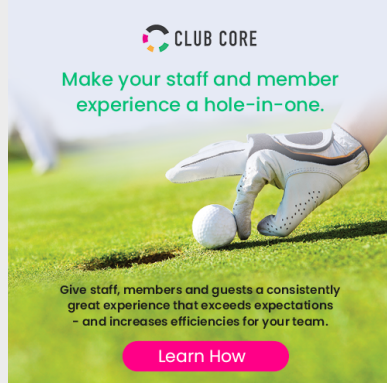
Our nationally acclaimed Back to Normal Barometer study has been consistently pulsing U.S. consumer attitudes since the onset of the COVID 19 pandemic. We've observed how several COVID related phenomena have directly and positively impacted the rounds growth and bullish attitudes about the present state of golf participation. It has been widely documented how golf has been able to successfully position itself as one of the few viable options for outdoor recreation and socialization, particularly during the more restrictive, peak waves of the pandemic. The ultimate question that golf facility operators and other stakeholders continue to pose, has centered around the sustainability of the surge in participation that the industry enjoyed throughout 2020...

[READ MORE >>](#)

Increased Demand and Disruption in Supply a Bitter Soup for Operators

By Steve Eubanks, Contributor, Golf Business

The law of supply and demand remains inviolate. It's like the law of gravity. You might not like it, you might not believe in it, but if you fall in your driveway, it's still going to hurt. And hurt is what many golf customers are feeling this summer as they continue to wait on a product that was ordered in the early spring but has yet to arrive. Or when they show up and experience sticker shock at the rental price for a golf cart. Or when they want their favorite ball and realize everyone in town is out of stock. These are not failures on the part of course owners. The delays, shortages and increased prices are not due to industry incompetence or price gouging. What golf is experiencing in the summer of 2021 is the aftershock of a shutdown, one that could continue to have ripple effects for at least a couple of years... [READ MORE >>](#)



A NOTE FROM THE NGCOA

As many of you have recently seen [reported in the news](#), Gene Siller, PGA lost his life as the victim of a senseless shooting on the afternoon of July 3 at the Pinetree Country Club, where he served as Director of Golf. Our sincerest and deepest sympathies go out to Gene Siller's wife and children, and his extended family, friends and Pinetree colleagues. Those interested in supporting Gene's family may visit [this GoFundMe page](#).

FROM AROUND THE INDUSTRY

- [Frank Maynard, PGA Plays 126 Holes in One Day to Raise Money for Folds of Honor](#) (PGA of America)
- [RECAP: Renee Powell Clearview Legacy Benefit](#) (Georgia PGA)

GOLF BUSINESS MAGAZINE MAY/JUNE 2021



Independence from Golf Revenue: The Many Other Ways to Make Money

We're in the money, we're in the money; We've got a lot of what it takes to get along! We're in the money, that sky is sunny, Old Man Depression you are through, you done us wrong... That show tune was first performed in 1933 when the U.S. was emerging from the depths of the Great Depression. It's a song I can see sung now by many golf course operators... [READ MORE >>](#)

Outdoor Enthusiasts are Welcome at the Steelwood Country Club

It's not unusual for a golf shop to offer services that aren't related to golf. Custom belts are available at Arizona Country Club in Phoenix, for example, and those professionals who still wear jackets and ties can find them in plenty of golf shops... [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



