

## – DOUBLE EDITION – NOVEMBER 3 + NOVEMBER 10, 2021

### SPOTLIGHT

#### Why Information May Be Your Club's Best Tool For Success

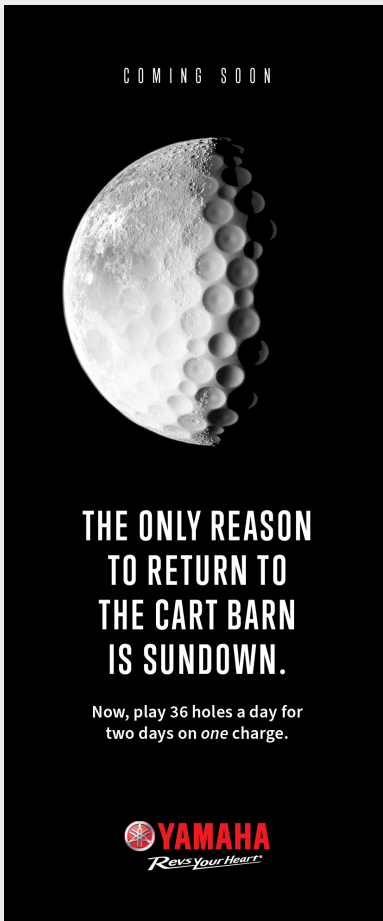
By Doug McPherson, Contributor, Golf Business

The question was simple: Would knowing how many golfers hit practice balls at the range before their round boost course profits? Tom Smith, general manager of TPC Harding Park, a municipal course in San Francisco, California, admits he didn't know that number. But when he learned it was about 50%, he and his staff tweaked their marketing for the driving range. Today that number is 55%. “Yes, 5% may not seem like a lot, but being that we host about 95,000 rounds annually, we'll sell 4,750 more buckets on our range and that translates to approximately \$45,000 additional revenue,” Smith says. It's just one example that has caused Smith to ensure he always has plenty of research and data in his toolbox... [READ MORE >>](#)

#### Golf Weather Impact: September 2021 nationwide Golf Playable Hours flat compared to September 2020

By Jim Koppenhaver, President, Pellucid Corp  
As seen in NGCOA's [Research Center](#) dashboard

September Golf Playable Hours (GPH) were unusually flat for one of our "shoulder season" months, registering +1% change vs. 1 year ago. That kept the Year-to-Date Golf Playable Hours figure at -1% vs. one year ago. Regional breadth remained negative for the year at 1:2 with 10 favorable regions vs. 19 unfavorables rounded out by 16 in the neutral zone. Looking at weather impact performance by day-of-week for the year to date period, weekends are now basically weather-neutral while the weather decline is in weekdays led by Fridays and Wednesdays. Our GPH year-end forecast continued to bend to reality making a significant correction for the year now to +1%... [READ MORE >>](#)



### FROM AROUND THE INDUSTRY

- >> [National Alliance for Accessible Golf Celebrates 20 Years Promoting Access, Education, and Inclusion](#) (Access Golf)
- >> [Simply Unprecedented: PGA Golf Exhibitions Partners with the African American Golf EXPO to Welcome 3 New Black Businesses to the PGA Show](#) (PGA of America)
- >> [Greg Norman named CEO of Saudi group launching 10-event series on Asian Tour](#) (Golf Digest)
- >> ['Greatest game there is:' Panama City area golf market booms during COVID-19 pandemic](#) (Panama City News Herald)

### GOLF BUSINESS MAGAZINE SEPTEMBER/OCTOBER 2021



#### Golf Industry Joins US Travel Association

The United States is home to half of the world's golf courses and year-round opportunities to play drives billions of dollars in golf tourism each year. Golf tourism is a major golf industry segment, whether it's a “buddies” trip, a seasonal vacation, or recreational activity with business associates, friends, or family... [READ MORE >>](#)

#### New Owners, Same Mission – World's Largest Golf Outing Survives Mergers and Acquisitions

Usually, they're the first casualties. Whenever a club or group of clubs sell, the first things that evaporate are the charitable relationships. This isn't out of malice... [READ MORE >>](#)



Think you know what it takes to own a golf course? Know anyone aspiring to purchase their own club? [Click here](#) to access NGCOA's new guide *So, You Want to Own a Golf Course?*



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