

NOVEMBER 24, 2021

## SPOTLIGHT

### The Transformation Of The Work Experience And Its Positive Golf Implications

By Jon Last, President, Sports & Leisure Research Group  
As seen on NGCOA's [Research Center](#) dashboard

For as long as we've been studying golfer behaviors and attitudes, we have sought to understand the major inhibitors to greater engagement and participation in golf. The two most prevalently cited challenges have always been lack of time and cost. We've often derided these objections as crutches. Firstly they aren't particularly actionable. We can't provide golfers with greater income nor have we been able to give them more time to pursue the game. But more critically, the objections of time and money fail to do more than scrape the surface. Deeper research dives have shown them to be surrogates for the real underlying issues which have surrounded derived value, or perceived return on investment of time and/or money spent... [READ MORE >>](#)

### Data Is Only As Good As Its Use: How Troon Mines Customer Info For Gold

By Steve Eubanks, Contributor, Golf Business

Data is a big and often scary topic, especially in today's climate where Joe Blow citizen feels like his every movement is being logged into some gigantic marketing machine. Hit the social media "like" button on a picture of a table and in no time, you're getting ads from Wayfair. Search for the nearest Starbucks on a map app and, voilà, you get notified when peppermint lattes are introduced. For people of a certain age (which happens to coincide with the median age of golfers), that sense of Big Brother watching is unnerving. On the other hand, we don't bat an eye when our dentist texts to remind us of a cleaning on Tuesday, or the barber sends an email reminding us that it's been a month since the last haircut...

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>> [Lee Elder Internship Established for 2022 U.S. Open](#) (USGA)

>> [Golf Genius Announces Acquisition of Twilight Golf Association \(TGA\)](#) (The Golf Wire)

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

