



Pickleball Phenomenon is spreading across the country

It's fun, fast-moving and easy to learn—and clubs across the country are revamping their racket sports facilities to accommodate this increasingly popular game. [Read more](#)



2019 Industry Study Reveals Spa Industry Continues to Climb

For the ninth consecutive year, the industry saw an increase across the board in key performance metrics, according to the 2019 U.S. Spa Industry Study. [Read more](#)



Clubs Get Creative When Growing, Maintaining Membership

To attract and keep new prospects in a changing climate, clubs have stepped beyond what's long been considered the norm. [Read more](#)



Service Charge vs. Gratuity: Are You Compliant?

California Court's Ruling Could Tighten Scrutiny of Service Charges. [Read more](#)



Improve Amenities With a Purpose and Wow Your Guest

Golf Clubs are embracing creative attractions that grab the attention of guests. [Read more](#)

RESORT NEWS BEAT

[Rees Jones Renovation of the Ocean Course at The Breakers in Palm Beach](#)

[Golf Magazine Releases Inaugural Top 100 Resorts in North America Rankings](#)

[Golf Magazine Ranks Two Myrtle Beach Properties Among "Top 100 Resorts In North America"](#)

[End-of-Year Closing Announced for Valley Green G&CC](#)

[The 17 Best Resorts in the World, According to Travelers](#)

NGCOA REMINDERS

Be on the lookout for the Compensation and Benefits Study Survey and make sure to participate. NGCOA members will receive the results from the study complimentary!

[Save the Date for MCOR20 at the Belmond in Charleston](#)

[NGCOA Offers Members Hospitality Training and Resources through New Partnership with RCSUniversity](#)

[Golf Courses Improve Customer Engagement through NGCOA's New Relationship with Direct-to-Consumer Booking Platform](#)

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