

YOUR QUARTERLY RUNDOWN... ARTICLES TO GET YOU THINKING



New Research: Sustained Traveler Enthusiasm Despite Headwinds Signals Opportunities for Destinations and Travel Brands

The new Q2 2022 Traveler Insights Report from Expedia Group Media Solutions features the latest research and key data on the current state of travel... [Read more](#)



New Handbook: Best Practices for Mobile Marketing in Travel and Hospitality

Mobile continues to be an increasingly important channel, not only for planning and booking, but for all stages of the travel journey. [Read more](#)



Payne Stewart Kids Golf Foundation Partners with Invited to Raise Funds

The Payne Stewart Kids Golf Foundation and Invited have launched a month-long fundraising campaign with club's across the country... [Read more](#)



What You're Getting Wrong About Customer Journeys

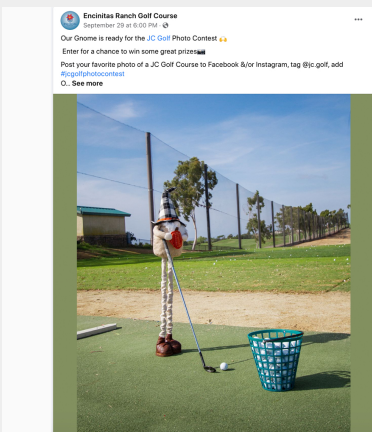
Companies often believe they should make their customers' experiences as effortless and predictable as possible. But the authors' research shows... [Read more](#)



Beyond Millennials: New Generations and the Influence of Family

A great collection of CMO development and networking resources including association, publications, influencers, books, events and more. [Read more](#)

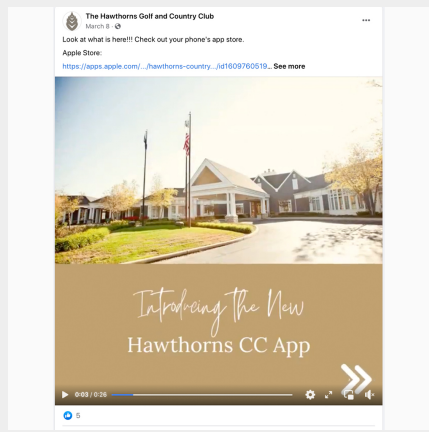
SOCIAL SPOTLIGHTS FROM AROUND THE INDUSTRY



[Encinitas Ranch launches social media contest with customers](#)



[Saddleback Golf Club raises \\$20K+ for Special Olympics Colorado](#)



[Concert Golf property, Hawthorns CC launches new member app](#)

NGCOA REMINDERS

There's No Better Way to Kick Off a New Year...See You at [Golf Business Conference 2023](#)! January 23-25, 2023. Registration opens in October.



As part of membership, NGCOA members also get free admission to the [2023 PGA Show](#) following the Golf Business Conference!



NGCOA Members are invited to attend the [GCSAA Golf Industry Show](#), February 4-9, 2023. Registration to the show is complimentary, just another benefit of your NGCOA Membership. Registration will open on [ngcoa.org](#) in mid-October.



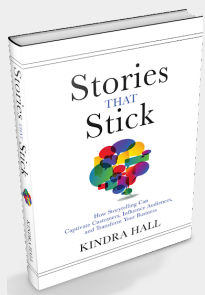
NGCOA partnered with [aboutGOLF](#). Receive a two-year full commercial subscription including access to all courses, ranges and games when you purchase an aboutGolf simulator (a \$5,000 value!) [Click HERE for more info!](#)



WHAT I'M READING NOW

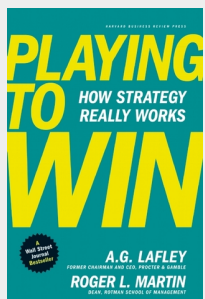
This new section of your Quarterly Rundown we will introduce you to books and podcasts that your fellow NGCOA Members and other industry thought leaders are reading. A healthy habit of reading is essential for leaders to uncover new insights, it inspires creativity, provokes curiosity and prepares you to rise to meet the challenges of tomorrow.

Have a recommendation? Email me, [rcarter@ngcoa.org](mailto:rcarter@ngcoa.org).



[Stories that Stick by Kindra Hall](#). (Recommended by Rachel Carter, NGCOA Staff).

"Kindra brings to our attention how humans connect with stories, not a list of product or service features and benefits. Her guidance encouraged me to learn the stories of our NGCOA Members and to use those to convey to prospects the power of belonging to our association."



[Playing to Win, How Strategy Really Works by A.G. Lafley and Roger Martin](#) (Recommended by Rachel Carter, NGCOA Staff).

"The idea of strategy can be so overwhelming, when really its answering 5 questions that the author outlines and making decisions on what to do — and in some cases not do — to achieve the success you're seeking. A helpful read."