



YOUR QUARTERLY RUNDOWN... ARTICLES TO GET YOU THINKING



On the Road to Recovery

As the impact of the COVID-19 pandemic continues, questions persist about people's health, how and where they work, and how to create economic opportunities for all. [Read more](#)



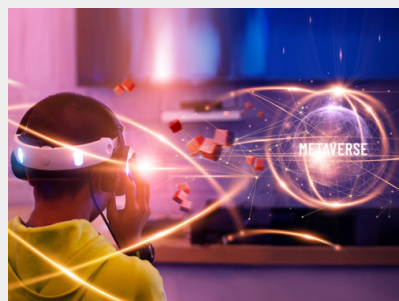
What will it take to go from 'travel shock' to surge?

CEO of Trivago, Alex Hefer provides a unique perspective on the travel industry's recent travails. How is it rebounding, and what might 2022 bring? [Read more](#)



Data Is Only As Good As Its Use

We like the benefits of data mining...the benefits of having your data out in the virtual world provides a great opportunity for golf operators to improve customer service and improve the bottom line. [Read more](#)



Into the metaverse: What is it and what does it mean for the sports industry?

Huge parts of the technology sector are aligning their visions for the future in the metaverse, a world beyond the internet built on shared experiences and digital-first products. [Read more](#)



A Resort Developer Who Puts the Emphasis on Golf, Not Real Estate

Mike Keiser started building Bandon Dunes, a remote golf destination in Bandon, Ore., with little care as to where the golfers who came might stay after they played. [Read more](#)

MCO NEWS BEAT

[Sweetgrass Golf Club at Island Resort & Casino wins Jemsek National Course of the Year](#)

[Eagle Crest Resort Selects Troon Golf](#)

[New Pickleball Courts Debut at Sea Pines Country Club and Five Reasons to Check-Out America's Fastest-Growing Sport](#)

NGCOA REMINDERS

[Golf Business Conference 2022 Registration is open—Jan 24-26, Orlando, FL](#)



[Attendee Registration Opens for 2022 PGA Show](#)



[Thank you to all who attended MCOR21 and make sure you save the date for MCOR22 July 26-27 in Charleston, SC](#)



[Golf Business Live—Jay Karen and Don Rae tackle industry issues with special guests each month. Like, Share, and Subscribe!](#)



2 Critical NGCOA Surveys That Need Your Attention

Your feedback is incredibly important to the NGCOA. We are administering two surveys the early part of January, and you may be asked to participate. Please consider taking a few minutes for these surveys as they're very important to providing all our members with information and tools to improve golf course business.

We are working with McKinley Advisors on a consulting project to ensure the continued growth of the NGCOA value proposition, as well as with Sports & Leisure Research Group to produce our second annual Trends Reports. Both of these studies require honest, timely feedback from members just like you, so please watch your email inbox in the coming weeks for these surveys. We greatly appreciate your participation; please contact Jay Andersen, Senior Director of Membership with any questions.

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