

YOUR QUARTERLY RUNDOWN... ARTICLES TO GET YOU THINKING



The growth triple play: Creativity, analytics, and purpose

We looked at how more than 860 executives across the globe are prioritizing investments and capabilities that help accelerate growth. In the process, we uncovered three elements... [Read more](#)



Marketing to the multifaceted Black consumer

To authentically serve Black consumers, companies must make holistic investments in meeting their needs. McKinsey partner Shelley Stewart, coauthor of “Black consumers: Where to invest for equity (a preview),” outlines the opportunities and action items... [Read more](#)



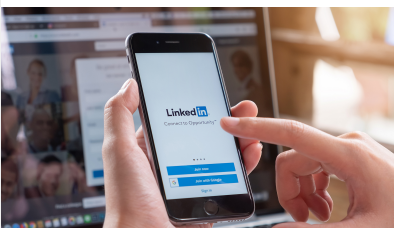
The Great Pandemic Paradigm Shift and How to Win the Next Era in Membership Marketing

The surge of membership sales over the past 24 months is no secret. But for those who think it’s time to sit back and relax... [Read more](#)



The DMO and the Daily-Fee: Potential Partners in Revenue-Building

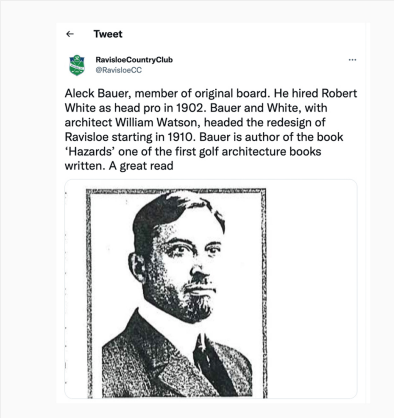
For any cluster of courses making its case to a DMO, familiarity or even mastery of the relevant travel statistics is advisable. That starts with metrics like average golfer age, geographic areas your prospects come from... [Read more](#)



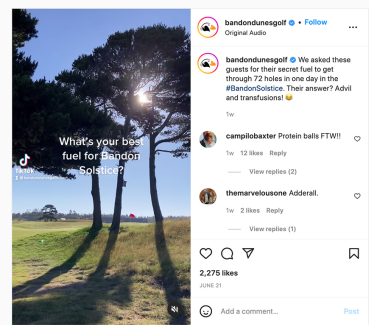
The Links vs. LinkedIn: Revenue Opportunities from a New Marketing Angle

There are more revenue opportunities when golf course operators refine their marketing messages to include the business-to-business advantages of golf. This applies to daily fee rounds, member rounds and charity golf events. [Read more](#)

SOCIAL SPOTLIGHTS FROM AROUND THE INDUSTRY



[Ravisloe Country Club celebrates its 121st year](#)



[Bandon Dunes creates a fun and casual video with golfers](#)



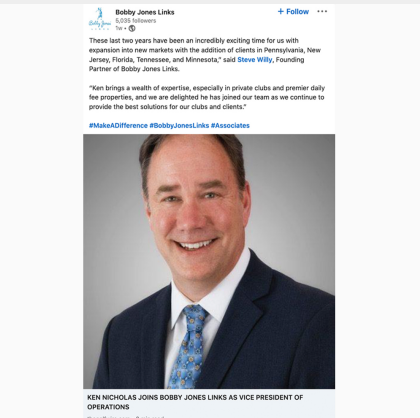
[Troon shares a post about Juneteenth and efforts around DE&I](#)



[Carolina Colours Golf Club is encouraging customers to share pictures and videos of the course.](#)



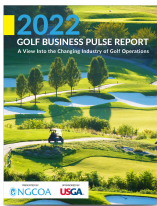
[Cog Hill Golf & Country Club promotes Steph Curry's Under Rated Golf Tour](#)



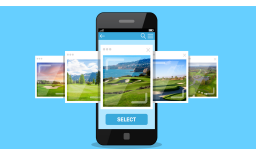
[Bobby Jones Links has expanded its portfolio and announced Ken Nicholas as its new VP of Operations](#)

NGCOA REMINDERS

NGCOA's [2022 Golf Business Pulse Report \(Sponsored by USGA\)](#) (formerly the Trends Report) is now available; get your **COMPLIMENTARY** download today!



Buying or Selling a Golf Course? [NGCOA Real Estate Center \(sponsored by Hilco Golf Advisors\)](#) is now **LIVE**



New NGCOA Partnerships this Quarter:

- [100GROUP](#)
- [Hilco Golf Advisors \(a Division of Hilco Real Estate\)](#)

