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Breaking the Mindset: How to Boost Non-Golf Revenue

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Background

- Started in Europe 5 years ago by retired professional soccer players and a world class marketing team.
- Very popular in Europe and South America. First World Cup played in 2012 in Budapest, Hungary.
- Came to America in 2011 with formation of The America FootGolf League (AFGL) by Roberto & Laura Balestrini. The AFGL is an official member of the Federation of International FootGolf (FIFG).
- River Ridge and Haggin Oaks 4th & 5th courses in US, first two in CA. Today over 50 courses, project 500 by 2015.



What is FootGolf ?

- Basically Golf using a Soccer Ball.
- Short course, 18-holes, Par 72
 - Par 3's 50-90 yards
 - Par 4's 90-150 yards
 - Par 5's 150+ yards
- Plays just like golf, same rules & customs.



Course Factors

- Undulations, Wind & hazards.
- Does not use golf greens; FootGolf greens on fairways/roughs.
- 21” diameter hole, special cups.
- Segregate or integrate with golfers?



FootGolf Demographics

- 26 million active soccer players in the US. Another 26 million inactive soccer players. Estimated 8% annual growth.
- FootGolf is most popular with younger (6-35 year olds) people. Also popular with families.
- 60% have never been to a golf course prior to FootGolf. 50% of FootGolfers are return players.
- Large % are Hispanic. ESPN Deportes aired ESPN FootGolf HD to 5.5M Hispanic families.



More About FootGolf

- Takes about two hours to play 18-holes (time barrier).
- Inexpensive, \$10-\$20 per round walking (cost barrier).
- Anyone can kick a soccer ball (difficulty barrier).
- 30% rent golf carts. Frequent F&B operations just like golfers.



Potential Users

- Fundraising tournaments
- Birthday parties
- Team building
- Family fun
- Adult leagues
- Combination, beginner golfers use FootGolf course as intro to game. FootGolf players also trying golf.



FootGolf Statistics

- Very low capital outlay.
- Haggin Oaks added 4,000 rounds to the tee sheet, 80% played in pm in six months. Proportionate increase in green fees, carts, merchandise & F&B sales..\$100,000.
- Anticipating 40 FootGolf tournaments in 2014.
- Excellent addition to junior programs.



Challenges

- Some golfers oppose soccer balls on “their” course.
- Some course employees are reluctant to embrace new concept.
- Teaching FootGolf players golf etiquette.
- Marketing to the soccer community a new experience.



Are You Open to Change?

- FootGolf is not for every facility.
- It takes work to educate your staff, your golf customers and FootGolfers to ensure the integrity & culture of your course stays in tact.
- FootGolf is an untapped market that can provide thousands of additional rounds annually.



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Questions?

