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**GOLF 20/20 Reports Golf's Economic Impact of \$68.8 Billion**

**(ST. AUGUSTINE, FLA.)** – [GOLF 20/20](#) -- the collaboration of leading organizations representing all segments of the United States golf industry – reports golf's economic impact of \$68.8 billion in 2011.

In a study conducted by SRI International, findings are based on several core segments (golf facility operations, golf course capital investment, golfer supplies, tournaments and associations, and charities) and enabled categories (real estate, hospitality and tourism).

When indirect and induced economic activity driven by the golf sector is taken into consideration, a total impact of \$176.8 billion was generated.

Highlights include:

- 1.98 million jobs
- \$55.6 billion wage income
- 25.7 million golf participants
- 15,751 traditional golf facilities

In November 2012, GOLF 20/20 announced the game's charitable impact of \$3.9 billion. Golf as a fundraising vehicle includes an estimated 12,000 golf facilities, 143,000 events, 12 million participants and raises \$26,300 average per function.

"The economy has endured two significant recessions the past decade and golf has fared well," says Steve Mona, CEO of the World Golf Foundation, administrator of GOLF 20/20. "The health and growth of the game has a direct bearing on jobs, commerce, economic development and tax revenues for U.S. communities and industries."

Golf's core industries alone exceed the economic impact of spectator sports, the performing arts, and the amusement and recreation industries.

For more information about GOLF 20/20: [www.golf2020.com](http://www.golf2020.com)

**About GOLF 20/20**

GOLF 20/20 is a unique collaboration of all segments of the golf industry, from associations and manufacturers to golf course owners/operators and the media. It was launched in 2000 and is designed to unite and activate the industry around key strategic initiatives that increase participation and retention, involvement and interest in the sport.

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