

F E B R U A R Y 23, 2024

## SPOTLIGHT

### Millennial Management: Meet the Next Generation Golf Course Owner

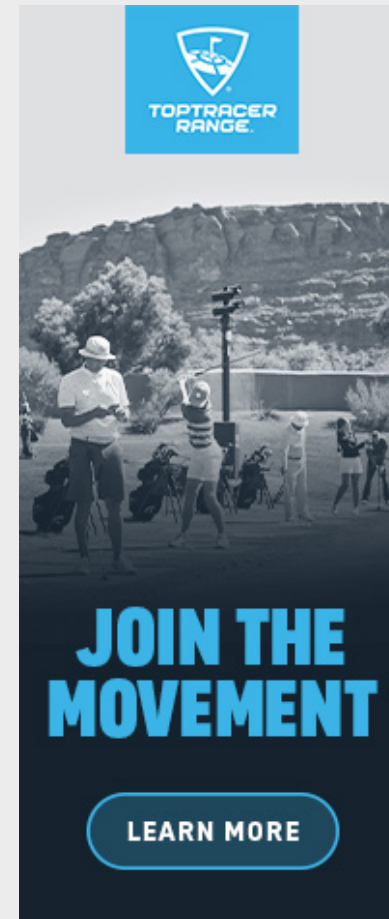
*By Doug McPherson, Contributor, Golf Business*

We know golf is attracting younger players. The National Golf Foundation reports that the category of young adults (18 to 34-year-olds) is golf's biggest customer segment – and 6.2 million people in that age range golfed on a course in 2022. And now we're seeing signs that young people are interested in the business of golf. Meet Tyler Luedtke, who in 2022, bought the Crystal Lake Golf Course, a 4,300-yard par 65 executive course, in eastern Wisconsin for \$1.6 million at the age of 23 – a born and bred millennial. Luedtke, now a ripened 25, is busy learning the ropes of course management and looking for ways to bring the course, which has been around for nearly 90 years, into the 21st century. “When I took over, the course needed some very necessary updates. We've invested in ... technology, which included taking credit cards and updating the website to be more accessible and customer friendly,” says Luedtke, who grew up near Crystal Lake... [READ MORE >>](#)

## SPOTLIGHT

### Los Cabos Resort Sets Standard for Sustainability

*By Steve Eubanks, Contributor, Golf Business*



You notice the glass art slowly, like the song of a chickadee, easy to miss until you can't. Once you see it, you only see the hand blown glass hearts, no bigger than a young girl's palm, hanging throughout the property like midnight gifts from the ghost of Frida Kahlo, the country's most celebrated artist. They hang from trees and rafters; they sit at attention like tiny soldiers on the counters at the golf shop and spa; they show up in centerpieces at dinner tables from the beach to the cliff sides. It doesn't take long to conclude that there's something more than cute rose-colored crafts going on here. It's like these glass bottles are breadcrumbs leading you to some grander treasure. All that's left is for a guest at Quivira Los Cabos to ask, "Hey, what's up with these hearts?" And the full, rich story unfolds... [READ MORE >>](#)

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>> [Upstart Zigit's Tech-Driven Approach To Golf Course Beverage Service](#) (Forbes)

>> [Birdie Bill Would Expand Copyright Protections to Golf Courses](#) (Sportico)

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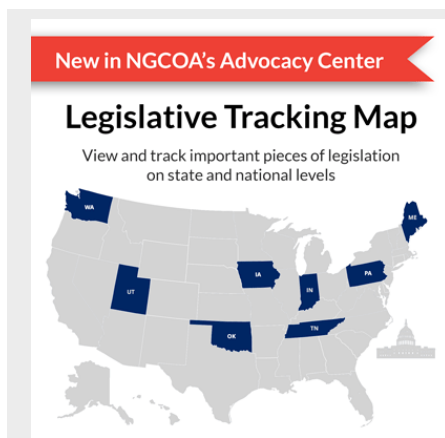


## **Volume Up: Your 2024 Golf Industry Playlist**

2024 is now upon us, a new year and a new start full of promise and anticipation. Some people look at a new year like a highway stretching over the horizon. Others see a new year like a notebook with blank pages waiting to be filled. I like to look at a new year like a music playlist, with a year's worth of music ready to be played... **[READ MORE >>](#)**

## **Demand and Development: A Glance at the Golf Course Market Landscape for 2024**

Four years after the coronavirus pandemic sparked a rejuvenation in the golf industry, the 2024 golf season is shaping up to be another strong business year for course owners nationwide. And based on two golf properties that sold within days of each other last December, courses of all types continue to be in high demand from an investment perspective... **[READ MORE >>](#)**



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