

SEPTEMBER 21, 2022



REMINDER: [Tomorrow is a Golf Business LIVE Thursday!](#) Jay Karen and Don Rea, PGA cover the stories and trends making waves across the golf industry. Plus, after a major MCO merger earlier this month, we'll welcome **John Brown**, the new CEO of GreatLIFE Golf! Set a reminder to watch on [YouTube](#) or [Facebook](#) so you'll know the moment we're LIVE!

SPOTLIGHT

Inflation, the Covid Participation Surge and Golf Facility Pricing Strategy

By John Last, President, Sports & Leisure Research Group
As seen in NGCOA's online [Research Center](#)

Business cycles are a never ending tug of war between opposing economic conditions. As we make our way through the peak of the 2022 golf season, we see the conflicting forces of unprecedented inflation levels smacking right up against the two year upswing in player participation and a resultant push for more topline revenue. Our recently released 2022 Golf Business Pulse Report published by NGCOA, and sponsored by USGA, provides some valuable perspective from golf facility owners on where things are headed in the short to mid term. On the positive side we saw 58% of golf facility owners strongly agree that the business was booming, with 40% anticipating +5% or greater profitability growth for the current season... [READ MORE >>](#)

Budgeting for 2023? Consider This:



IMPROVE PACE
AND FLOW OF PLAY
AT YOUR COURSE

Get Tagmarshal's
on-course Optimization
Technology



LEARN MORE

By Jay Karen, CEO, National Golf Course Owners Association (NGCOA)

It's budget time! Here are some things to think about. For many course owners and operators reading this, you likely start your fiscal year on January 1. By the time you read this – and you are reading this, RIGHT? – you could be starting, or you could be midway through, the budget process for 2023. Based on what's happening in our society, industry and greater economy, I am offering a little food for thought as you make some commitments to income goals and some decisions and estimates on what your expenses could be. Imagine 2023 will see a 5% reduction in rounds played at your course, but you raise your prices by 10%. So, instead of 25,000 rounds played in 2022, you budget for 23,750 in 2023... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- >> [When Should You Make the Move to Mats?](#) (USGA)
- >> [Kauai's Wailua Golf Course to host World Deaf Golf Championships](#) (The First Call)
- >> [PGA of America & PGA Golf Exhibitions Expand on 2022 Enhancements in Preparation for 2023 PGA Show](#) (PGA)
- >> [Turf reports presented by Bayer](#) (GCSAA)

FROM GOLF BUSINESS MAGAZINE SEPTEMBER/OCTOBER 2022

aboutGOLF Helps Power new PGA of America Frisco Headquarters, Education Center

The PGA of America and its 28,000 PGA and LPGA professionals are the leading force in golf instruction. Technology company aboutGOLF, meanwhile, certainly knows a thing or two about golf gaming software and simulator technology. Now, the Maumee, Ohio-based tech company and PGA of America... [READ MORE >>](#)

Music in Motion: An On-Course Trend Still in its First Verse

In Caddyshack, arguably the greatest golf movie ever and certainly the most widely known, the clash is between





the old guard of golf and a brash group of newcomers more dedicated to enjoying their newfound pastime than deferring to its norms. In one of the most raucous scenes, the great comic actor Rodney Dangerfield... [READ MORE >>](#)



Think you know what it takes to own a golf course? Know anyone aspiring to purchase their own club? [Click here](#) to access NGCOA's new guide *So, You Want to Own a Golf Course?*



The Golf Business Podcast brings you informative content to help your golf course business thrive.



The NGCOA partners and participates with industry experts to provide members with timely, business-critical reports, studies and other research content.

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