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## OPINION

### My Takeaways: Dissecting 'Eye-Opening' DEI Data from National Golf Day 2022

*By Michael Williams, Contributor, Golf Business*

National Golf Day was just held in Washington, DC and on dozens of video conferences across the nation. It is the annual day when the golf industry flexes its collective muscles on Capitol Hill, where industry leaders connect with Senators and Congressmen to update them on the impact of golf and solicit their support on issues that impact the success and survival of their communities. The day originated when a Congressman suggested that certain businesses should not get relief from Hurricane Katrina, singling out “gun stores, liquor stores, brothels and golf courses” among the undeserving... [READ MORE >>](#)

### Make Your Course More Memorable (and Profitable) with Word of Mouth

*By Doug McPherson, Contributor, Golf Business*

People talk. Two simple words that can serve as the rock-solid cornerstone of your marketing strategy. And some say word of mouth is the most important marketing channel for golf courses. “Traditional word of mouth is hugely important in the world of golf and it remains the number-one marketing avenue,” says Chris Adams, head of research and insights for Miles Partnership, a travel and tourism marketing company. “What drives word of mouth? “Positive experiences. You can do all the advertising you want, but you have to have the

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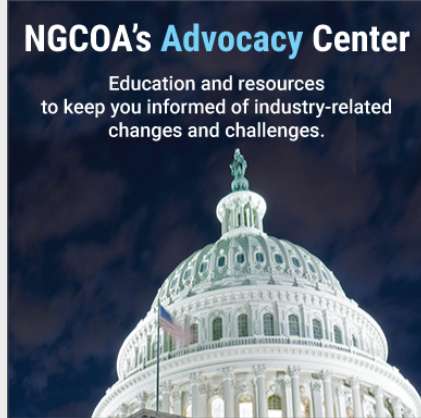
#### Golf Events: A Win for Tourism

Golf tourism. What does that mean? How is it measured? It is generally accepted that this individual or group would play at least one round of golf and one overnight stay away from their residence. According to the National Golf Foundation, in 2017, there were in total 8.2 million golfers who fit this profile... [READ MORE >>](#)

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We read stories all the time about startup concepts and companies attracting millions of dollars of venture capital and launching in ways inconceivable decades ago when startups were funded by raiding the savings accounts of Grandma and Grandpa, other family members and friends ... [READ MORE >>](#)

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