

M A Y 2 5 , 2 0 2 2

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



RAIN BIRD

BE FLUID.

MORE
FREEDOM

COMPLETE
CONTROL

BETTER
DATA

CIRRUSPRO™

COMING SOON

[LEARN MORE](#)

great wow factor at your course. You can be an absolute marketing wiz, but if you don't get the positive experience down, you'll still be struggling"... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- >> [Solar Installation Puts the Preserve Golf Club on Path of Self-Sustainability](#) (The Golf Wire)
 - >> ['Too many competitions is not healthy': Golf clubs told to find balance or lose members](#) (NGC)
 - >> [When it departs Tulsa, the PGA of America to leave a lasting legacy](#) (PGA)
 - >> [New Kentucky Bluegrass Strain Cuts Mowing Needs in Half](#) (GCSAA)
-

GOLF BUSINESS MAGAZINE MAY/JUNE 2022



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 >>](#)

Growing a Game One Foot at a Time

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 >>](#)

NGCOA's Advocacy Center

Education and resources to keep you informed of industry-related changes and challenges.



The NGCOA strives to provide guidance, interpretation and suggestions for action when it comes to industry related challenges.



GolfBUSINESS™ PODCAST

Listen to, subscribe to, or download all the Golf Business Podcast episodes



Listen now!
ngcoa.org/podcast

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

Change in
Rounds/
Revenue by
Green
Fee
Rate



March 2022 |
Post-Pandemic
Normal vs. Golf
Surge



March 2022
Weather
Impact
Report



Now Available in
**NGCOA's
Research
Center**

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

Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. **CLICK HERE** to subscribe.

The views and opinions featured in Golf Business WEEKLY are those of the authors and do not necessarily reflect the position of the NGCOA.

GOLF BUSINESS MAGAZINE

291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262



This email was sent by Golf Business. To unsubscribe and/or manage your email preferences, please [click here](#). Resident of Canada or the European Union? [Click here](#) to give us your consent to continue communicating with you.