

F E B R U A R Y 2 2 , 2 0 2 3

OPINION

Tips for Turning First-Timers into Life-Timers

By Michael Williams, Contributor, Golf Business

The golf industry spent a lot of time and money inviting the masses to visit golf courses for the green grass experience. And starting in 2020, they accepted the invitation. It was definitely boom times over the past 24 months for most facilities and it could continue into 2023. The pandemic brought a new cohort of participants to the game who will hopefully be back this season with a few million of their closest friends. And Tiger is back on the prowl, albeit in a limited supporting role; if he is on the leaderboard on Sunday at the Masters, it will be an additional magnet drawing people to the game. Because we all feel so at home at a golf facility, it's easy to forget how intimidating it can be at first. And if you came to the game at an early age, you may have never experienced that feeling at all. Most of the new players will be greener behind the ears than spring Zoysia and will need to be welcomed to the course with care and attention... [READ MORE >>](#)

SPOTLIGHT

Golf Course Realty Market Ends Year with Major Dealmaking

By Scott Kauffman, Contributor, Golf Business

Now that 2022 is in the rearview real estate mirror, the new



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year seems poised for another positive period of golf-related growth – both on the traditional and growing alternative golf facility front. And macro-economic uncertainty notwithstanding, two aspects of the golf property market are particularly as relevant as ever. For starters, so-called smart money remains bullish on the golf course asset class and high-profile properties continue to have strong demand from investors. At least that's one way to sum up the business, based on several major golf realty finance deals and transactions that transpired in late 2022... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

>> [Kevin P. Breen, CGCS, re-elected president of Golf Course Superintendents Association of America](#) (GCM)

>> [A Scottish Golf Course May Soon Land in the Hands of LinksDAO](#) (blockworks)

>> [Rogers Park, a course built by Black caddies during segregation, is fighting to preserve its past—and future](#) (Golf Digest)

>> [Increasing and Retaining Golf Outing Business Free Webinar](#) (The Golf Wire)

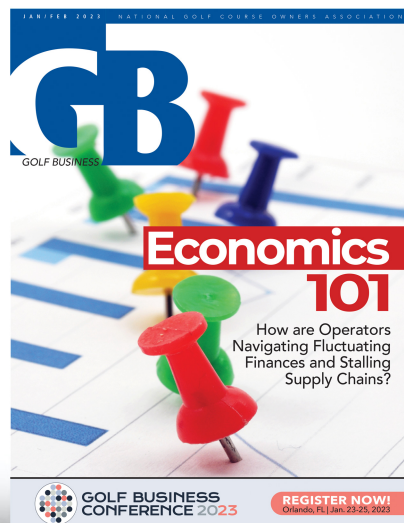
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FROM GOLF BUSINESS MAGAZINE JANUARY/FEBRUARY 2023



TMRW Sports Announces First New High-Tech Golf Facility

Florida-based TMRW Sports, the high-tech golf venture co-founded by Tiger Woods and Rory McIlroy in early 2022, announced in mid-December it has an agreement to build its first innovative golf facility in Palm Beach Gardens, Florida... [READ MORE >>](#)

Why The PGA Show and Golf Business Conference are a Winning Combination for Owners and Operators

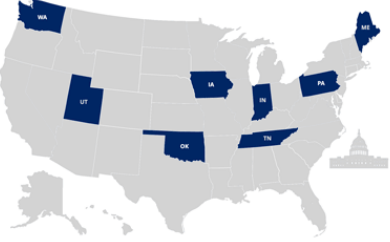
Golfers have varying opinions on when the golf season starts. PGA Tour golfers start their new year in October of the previous one. Amateurs will contend that golf starts with the first warm weather of the year wherever you


happen to be, while others will insist that the true first day of the golf season is marked by gentle guitar music and the soothing words, “Hello, friends!”... [READ MORE >>](#)

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