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OPINION

The Magic of Golf Travel

By Michael Williams, Contributor, Golf Business

When I was working at East Potomac Golf Course in Washington, DC one of my favorite things to do was to stroll through the parking lot and see how many license plates there were from different states. It wasn't unusual to have twenty or more states represented on a given day, and occasionally there would be the odd international plate. It always gave me a little jolt of pride that in a city with so many attractions, people would choose to come play golf at our course as a part of their travel. There was a much-documented increase in the number of golfers in the U.S. during the pandemic. However, restrictions and precautions put limitations on the ability of golfers to travel. But people are once again packing their clubs, gathering their friends, and heading off to experience the magic of golf travel. There is a saying that nobody travels to play a bunch of tennis courts, but they'll wait a lifetime to travel and play a golf course. It's funny and it's true. I don't know a single person who plays the game who doesn't dream of a trip to play Pebble Beach... [READ MORE >>](#)



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By Steve Eubanks, via Global Golf Post Biz

Sometimes you look at a sponsorship and scratch your head. The Sanderson Farms Championship? Really? Granted the

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company produces 13.65 million chickens per week and is listed on NASDAQ, but in what world does sponsoring a PGA Tour event make sense? The value proposition for any professional golf event is twofold: First, you have television and digital-media coverage. If you're running the marketing department at Zozo, a Japanese clothing company, people throughout the world who might google your name during coverage of the Zozo Championship. It increases your brand recognition and, possibly, retail sales... [READ MORE >>](#)

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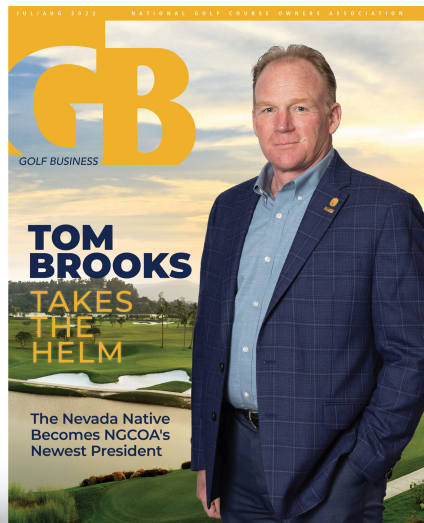
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Internship Programs Provide Partial Solution to Labor Problem

Summer help is one thing. Internships with bright, motivated college students who might want to pursue a



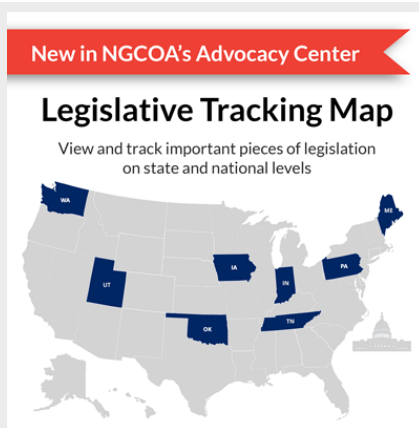
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career in the golf industry are something else entirely. In an era when good help is harder to find than ever, establishing an internship program to attract and train good young people... [READ MORE >>](#)

Bushwood Syndrome

I was flipping the channels the other night and came across Caddyshack. It was about a third of the way into it but naturally I had to stay and watch from there because it's one of those movies that you have to watch no matter where you catch it. One of the most popular comedy movies ever that just happens to be about golf, Caddyshack... [READ MORE >>](#)



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