

DECEMBER 7, 2022

OPINION

The Waitlist is Back, Part 2 – It's the Technology, and it Works

By Harvey Silverman, Contributor, Golf Business

Let's take a short walk down memory lane. [I wrote an article in April of this year](#) responding to a Jay Karen and Don Rea *Golf Business LIVE* broadcast in December 2021. During the broadcast, Jay and Rea expounded on crowded tee sheets and why no one had invented an electronic waitlist that made it easy for golfers to list their names and even easier for golf course operators to communicate with them and get them to the first tee. Here's the summary of how the Gallus Golf app feature called StandBy works...

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SPOTLIGHT

Women's Amateur, Pro Golf Participation on the Upswing

By Scott Kauffman, Contributor, Golf Business

After decades of female-focused marketing strategies, the golf industry is finally gaining some significant traction in growing this valuable segment of the business. At least that's one way to describe some of the latest data and developments regarding female golf participation. The industry got a dose of good news to start the 2022 season when the National Golf Foundation reported female golfers were the fastest-growing



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LESS ON THE CHARGER.

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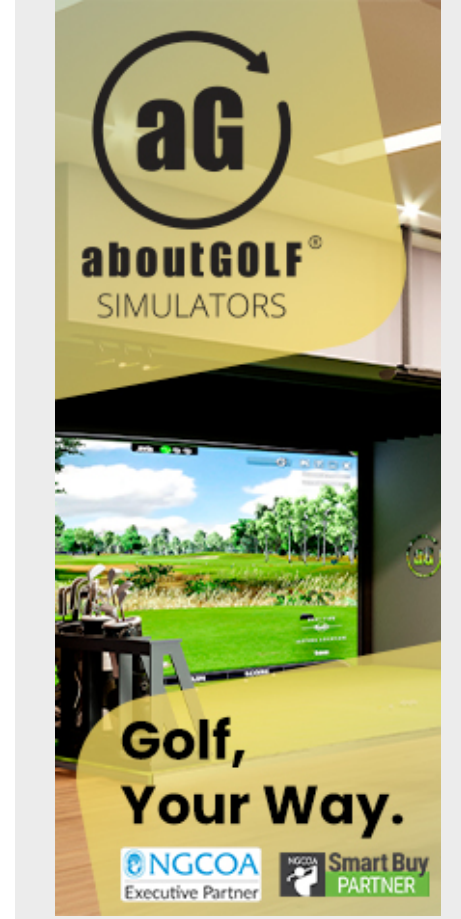
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segment since the onset of the coronavirus pandemic in March 2020. Moreover, the number of females in the on-course golfer pool marked a milestone in 2021, comprising 30 percent of the 12.6 million traditional green-grass golfers, up from 19 percent in 2011. Meanwhile, girls made up 35 percent, or 1.1 million, of junior golfers in 2021 compared to just 15 percent in 2000... [READ MORE >>](#)

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- >> [BRS Golf, part of NBC Sports Next, acquires Albatros Datenservice and Digital Golf Solutions](#) (Skysports)
- >> [Fred Perpall Nominated as 67th USGA President](#) (USGA)
- >> [First golf course sportsbook to break ground in Scottsdale](#) (Axios)



FROM GOLF BUSINESS MAGAZINE NOVEMBER/DECEMBER 2022

Golf Course Real Estate Investor Interest Remains Strong

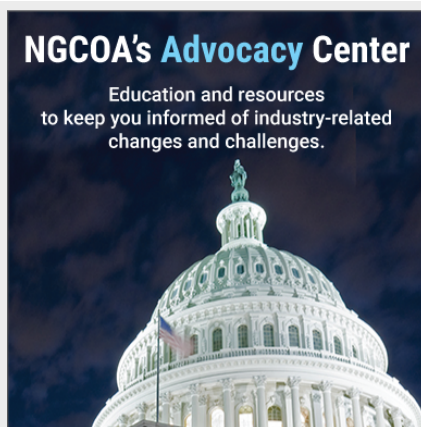
In the most recent “U.S. Golf Economy Report” commissioned and released by the World Golf Foundation, in 2016, there were 3,272 golf facilities in America that featured some form of residential development. With 14,033 overall golf facilities at year-end 2021, according to the NGF, golf course communities compose close to one-fourth... [READ MORE >>](#)

Reinventing Charity Events - How to Add New Life (and Revenues) to Fundraisers

Chances are good – really good – that when the topic is charity golf events, you’ll be talking about the traditional four-person scramble that lasts six hours and includes



box lunches and awards. “Over 98% of the nearly 300,000 charity golf events follow this format,” says Paul Courter, chief operating officer... [READ MORE >>](#)



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