

SPOTLIGHT

Attracting the Golf Traveler – Post Pandemic

By Doug McPherson, Contributor, Golf Business

Could it be? Really? Is 2022 the year we see the elusive golf traveler emerge from a two-year hibernation? A firm shake of your magic eight ball yields: “Signs point to yes!” “There is positive news on the travel front,” says Chris Adams, who heads research and insights for Miles Partnership, a marketing company that focuses on travel and tourism. “It appears we’re moving into a post-pandemic mode through the summer [of 2022].” Adams, who also serves on the World Travel and Tourism Council’s (WTTC) COVID-19 task-force, adds that the top discretionary item for consumer spending is travel. “There’s a pent-up demand for travel,” he says. What’s more, the WTTC is projecting that U.S. domestic travel and tourism spending will top pre-pandemic levels by 11.3%. So, how can you best market to the golf-enthused traveler? And another vital question: How can the traveler find you?... [READ MORE](#)

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Article of the Month

The Impact of Inflation on Equipment Sales

By John Krzynowek via Global Golf Post Biz

For the past two years the golf industry has been riding high with unprecedented equipment demand and sales soaring nearly 70 percent. Immediately following COVID-19 lockdown, rounds

exploded as golf could be safely played outdoors while socially distanced. If not for tight component supply and manufacturing challenges, equipment sales would have been even higher. Even so, 2021 was a banner year for golf. Recently however, we've all seen the headlines. A pandemic that continues to linger. Geopolitical unrest followed by war. Gas prices spiking to unprecedented levels. Food costs skyrocketing. The Fed raising interest rates, with more expected to come. The outcome of all these storylines created the environment for an insidious opponent: roaring inflation... [READ MORE >>](#)

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GOLF BUSINESS MAGAZINE MAY/JUNE 2022



Chicken Wings and Golf | By Jay Karen, NGCOA CEO

My sixteen year old, perhaps the pickiest eater alive, loves the chicken wings at Rodney Scott's BBQ, a James Beard-winning joint on upper King Street here in Charleston. Rodney Scott's pricing has always been what I would call "strong" for (albeit very tasty) BBQ basics. Once COVID wreaked havoc on the global supply chain... [READ MORE >>](#)

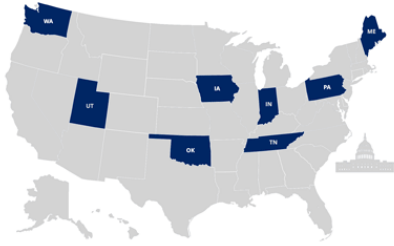
Streamsong Resort Expands

After spending close to a decade assembling and permitting the land for Bandon Dunes Golf Resort, developer Mike Keiser selected KemperSports to be his development and management company partner. According to Keiser, it was a simple choice to pick the Northbrook... [READ MORE >>](#)

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