

Golf Industry Trends

- National golf participation is down 5 million golfers from its peak of 30 million participants.
- National average rounds were down 4.9% in 2013 across the nation
- Online Booking. With technology leading the way in all industries golfers are searching the internet for the best value.
- Dynamic Pricing. The ability to adjust your fee structure on the fly is crucial. Being able to offer discounts in down time to increase revenue is one of the most effective ways to increase rounds. The ability to receive top rates at peak times also is going to have an effect on the RPR and being able to adjust your rates above rack rate based on supply and demand is wave of the future.
- 3rd Party Booking Companies. (Golf Now, EZLINKS, Golf 18 Network, Etc) These companies are becoming the necessary evil in our industry. Using them effectively with your dynamic pricing they can become one of the biggest assets to your overall increase in rounds.
- Overall lower rates – According to the National Golf Foundation price is consistently one of the top 3 factors in determine where a person may play. Using the 3rd party booking companies and also dynamic pricing will help offer a variety of times and fees for players to choose from.
- Increase in all minority markets (Jr, Senior, Ladies) This area has the biggest room for growth in the game of golf. Offering Player development programs concentrated in these areas will help grow the game of golf. Also offering forward tees to help with overall enjoyment of the game of golf.
- Loyalty rewards programs. Golfers like to be part of rewards programs. These programs also help generate repeat revenue streams.