

This year, *Golf Course Industry* is publishing feedback from golfers throughout the United States. We're conducting this research to establish a dialogue between the professional community and golfers. On this page, we'll report trends, likes/dislikes, suggestions and other information we gather through our face-to-face, Web-based and phone research.

## Paying for a round of golf

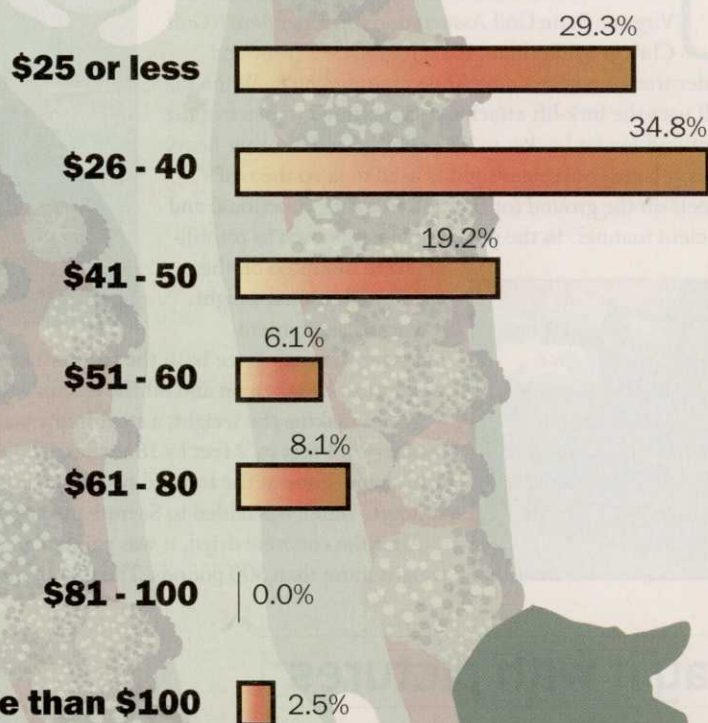
**B**ecause of stiff competition and stagnant growth of the number of rounds played nationally, many golf facility operators throughout the country find it difficult to increase or even maintain revenue. Among the many options to boost the bottom line and improve business, green fees is one area of an operation that can move the needle.

Some operators of public facilities have maintained fees, others have lowered them, and still others have increased them as a result of recent course renovations. Which category can your course be grouped?

With so many choices, it's difficult for golf facilities to increase their base of loyal customers. Price is a primary factor for golfers when determining which courses to play. The charts to the left and below offers a glimpse into what Joe Golfer thinks about when paying for a round of golf. Consider this information the next time you're meeting about green fees.

A random sample of golfers throughout the country were surveyed by InsightExpress, a market research company. Golfers surveyed play at least five rounds a year. There were a total of 200 responses, and multiple answers were allowed. Given the sample size and desired confidence levels, the data tolerance is +/- 7 percent.

### What do you typically pay for a round of golf (18 holes, cart included)?



### What is the maximum amount you are willing to pay for a round of golf (18 holed, cart included)?

Min:	\$10
Max:	\$500
Average:	\$69
Median:	\$50