

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.

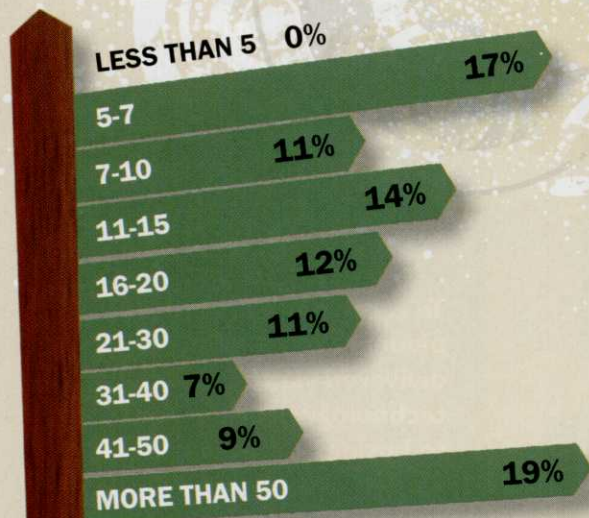
Event golf

We all know the growth of rounds generally has been stagnant the past few years. Golf facility operators have been trying various ways to increase rounds at their facilities to increase profitability. Marketing to different groups such as children, women, families and minorities has been one way. Although a separate issue, retaining these folks is just as important. Charity events and other types of benefits are another. Organized events are a good way to reach people who normally wouldn't play golf. Many operators view this as a key to growing the game.

Below are charts that show how many rounds some golfers played last year and how many of those were part of an organized event. How many group events do you host annually? How much revenue do they generate? Can you host more events? Is it worth it? What effects do these events have on the condition of the course? These are some questions managers should be asking themselves to find a way to increase play at their facilities.

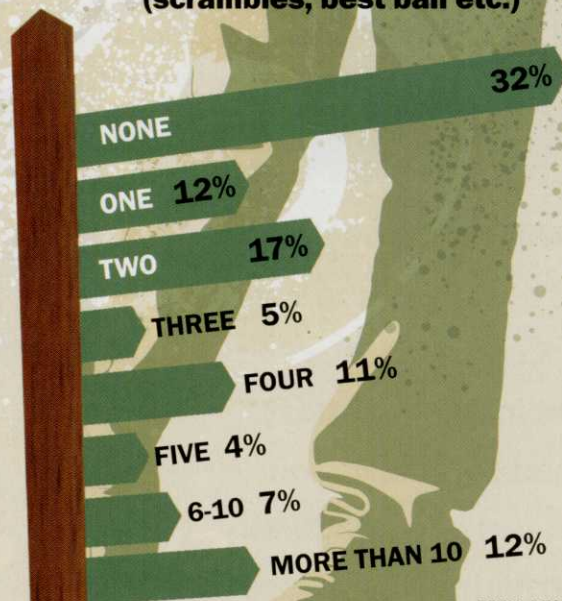
A random sample of golfers throughout the country were surveyed by InsightExpress, a market research company. Golfers surveyed played at least five rounds a year. There was a total of 198 responses. Given the sample size and desired confidence levels, the data tolerance is +/- 7 percent.

Approximately how many rounds of golf did you play in 2006?



TOTAL RESPONSES: 198

How many rounds did you play in 2006 that were organized events as opposed to individual play golf (scrambles, best ball etc.)



TOTAL RESPONSES: 198