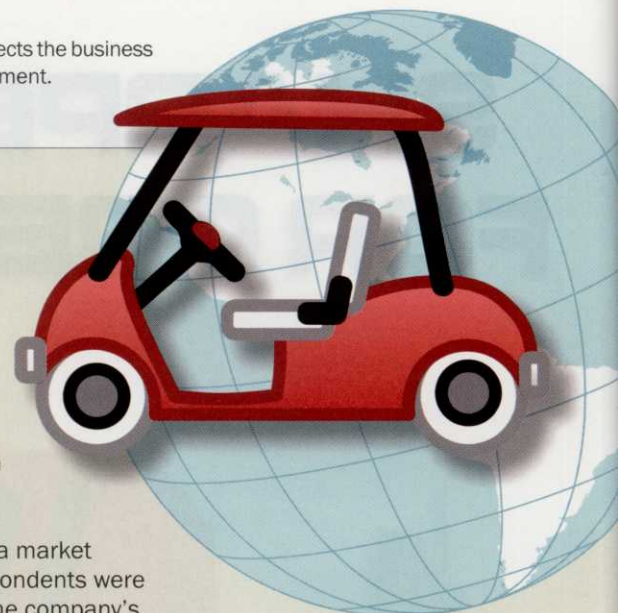




CONSUMER RESEARCH

A glimpse of how golfers' behavior affects the business of facility maintenance and management.



GOLF TRAVEL: BUSINESS VS. PLEASURE

The National Golf Foundation released its "Golf Travel in the U.S." report earlier this year. It focused on travel between 1989 and 2007. One key finding is that one in 10 golfers played golf while on a business trip in 2007, while four in 10 played golf on vacation.

A look at how business golf travelers compared with vacation golf travelers and the media habits of all golf travelers may offer resort and destination courses some insight into how to best market their facilities.

The report is based on an NGF survey of 1,993 golfers. The survey was conducted by Synovate, a market research company. Respondents were randomly chosen from the company's online panel of more than 2 million Americans. Data was statistically weighted on key U.S. Census variables, such as age and income, to be nationally representative of all U.S. golfers.

Source: National Golf Foundation

Business golf travelers vs. vacation golf travelers

	All U.S. golfers	All golf travelers	Business golf travelers	Vacation golf travelers
Average household income	\$82,540	\$104,000	\$130,430	\$102,150
Average age	44.7	48.5	49	48.6
Average # of rounds/year	17.7	25.7	22	26.7

Business travel and rounds played while on business

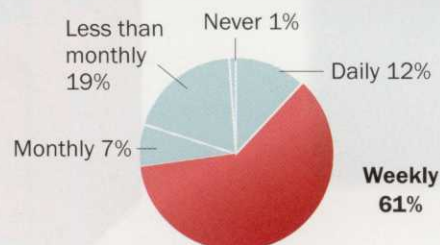
	Number of business golf trips (average)	Days away on business golf trips (average)	Business travel rounds played (average)
All business golf travelers	9.5	38.2	4.4
Male	9.7	39.5	4.6
Female	5.4	11.6	2.0

Vacation travel and rounds played while on vacation

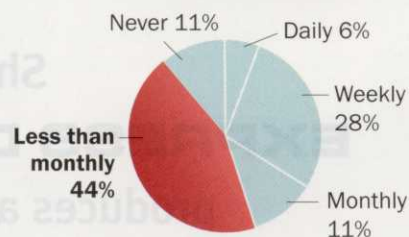
	Number of vacation golf trips (average)	Days away on vacation golf trips (average)	Vacation travel rounds played (average)
All vacation golf travelers	3.3	17.8	5.3
Male	3.3	17.7	5.4
Female	3.2	18.3	5.1

Golf travelers' media habits

How often watch golf on TV



How often visit golf-related Web sites



Golf-related magazines

