

CONSUMER RESEARCH

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



Outsourcing hospitality

It's widely held that quality employees make for a successful club or golf course facility. However, the impact of the recent global recession on service staffing levels has been felt at facilities throughout Europe as well as in the United States. In both markets, the golf industry is an employers' market as managers look for ways to streamline operations and staffing levels and cut costs, yet still maintain a competitive level of customer service. Outsourcing has become a popular remedy to cure overextended budgets.

Recently The Club Managers Association of Europe, in conjunction with KPMG, conducted a salary and benefits study surveying several hundred club managers throughout Europe with the intent that it would help future managerial training and development.

Here are some of those findings.

Clubs & courses outsourcing services overall

Overall, nearly 60% of golf clubs in Europe outsourced food services and over half outsourced coaching services.



Equity vs Non-Equity Club

Equity clubs (owned by members) were more likely to outsource services than non-equity clubs (not owned by members).

