



CONSUMER RESEARCH


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

Mining for players

The golf industry faces a number of challenges, including a recovering economy, an oversupply of facilities and stagnant rates of player development. However, the National Golf Foundation offers a ray of hope: In the face of all of these challenges, a sizeable opportunity exists to convert infrequent and regular golfers into die-hard players. According to the NGF, these golfers are playing around, just not with a single course.

For example, according to NGF figures, 23 percent of all customers fall into the "regular" category and give a single course between 25 percent and 50 percent of their rounds, while playing an average of 17 rounds at other local competing courses.

Infrequent golfers represent the most opportunity, according to NGF data. These customers play 36 market rounds but only three at the subject course, resulting in a 10 percent wallet share and 33 rounds going to competitors.



Player type	% of customers	Average market rounds	Average wallet share	Average course rounds played annually	Number of customers	Number of rounds	% of course rounds
Die-hard	22	38.7	79	30.5	660	20,130	62
Regular	23	27.3	37	10	690	6,900	21
Infrequent	46	36.2	10	3.5	1,380	4,830	15
Transient*	9	1.9	n/a	1.5	270	405	2

*Transient players play three or less market rounds.

Source: National Golf Foundation