Establishing Financial Benefits for Improved Pace of Play

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PRESENTED BY THE USGA

Introductions

- Global Golf Advisors
- Stephen Johnston
- Henry DeLozier

Overview

- Does pace of play impact golf economically?
- If “yes”, how so and how much?
- Is it possible to calculate the economic impact of slow play?
- How would one go about such an analysis?
- Why should the USGA be concerned?

Process of Review

- Segmented Analysis by Golf Course Type
- Variable Scenario Study
- Extended Economic Impact by Region
- Theoretical Economic Impact
- Peer Review and Analysis
- Report of Findings

Primary Pace Impacts on Business

- Variable by Course Type

Public	Private
One-Minute Tee Time Interval Increases or Decreases Inventory by 11% in Six-Month Term	Club Reputation (Market Position) Influenced by Pace of Play.
Increased/Decreased Inventory Influences Earnings Potential and Economic Sustainability	Price Elasticity for Joining Fees and Dues Relates to Brand Standards and Marketability
Capacity and Rate Elasticity Are Directly Influenced by Reliable Average Pace of Play	Extended Earnings from Auxiliary Enterprises Vary by Pace (F&B, Instruction, Other Uses)

Primary Pace Impacts on Business

- Tee Time Intervals Influence Economic Profile
- Dues Revenue Ties to Club Reputation for Pace Suitability
- Demographic Influences
- Non-Golf Revenues

Economic Impacts of Slow Play

- Volumes of Play
- Rate / Round
- Member Dues
- Private Club Joining Fees

What should golf leaders do about pace of play?

Financial Impacts of Pace of Play

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