



“Peak performance happens through iterations of refinement & data-driven optimizations. Real-time metrics allow operators to empathize with their customer, continuously deploy highest impact activities, and track results”

*John A. Brown, Jr.
Principal & Founder
KPI Golf Management, Inc.*

Mind Blowing Golf Metrics



Supply

In 2005, there were 16,052 golf courses, there are now 14,794

1 in 75 jobs in the United States is impacted by the golf industry

2018 Average public green fee (including cart) in the United States was \$34

454M rounds of golf played annually

Average of 31,000 per facility



Demand

60M golfers worldwide

23.5M total on-course golfers in U.S.

4.6M (19%) of U.S. golfers are non-white demographic

5.7M (24%) women golfers in the U.S.

2.7M junior golfers in the U.S.

Total golf reach is 100M people

Newcomers to golf are 35% female, 26% non-white, 70% under age 35



Inclusion

Denim is not allowed at 55% of private clubs and 15% of public golf courses

Cargo shorts are not allowed at 40% of private clubs

Cell phones are not allowed at 12% of private clubs

25% of private clubs still restrict women

55% of private clubs restrict juniors

65% of private clubs ban the rally cap

14,794

GOLF COURSES

25%

RESTRICT WOMEN

70%

LOSE MONEY IN F&B

14

MILLION MILLIONAIRES

“ Golf is a game for white men dressed like black pimps ”

Tiger Woods

“ Right up front, we're asking people to spend a lot of time, spend a lot of money, dress a certain way, act a certain way, enter a socially awkward situation, and risk embarrassment learning a really difficult game. We believe there's a wonderful business case for free golf lessons to be offered at every facility, every day. ”

Casey Bourque

Principal - KPI Golf Management



Millennials

8.6M Millennials play golf

15M More say they'd like to learn

10M participated in golf at a driving range, simulator or specialty golf

10,000 US high schools have golf teams

225,000 high school golfers

In 2025, Millennials will make up 75% of the workforce

70% of Millennials will spend more money on brands that support causes important to them

Facility Guide Posts

The following metrics represent a sliding scale for public or private clubs with total gross revenues of \$850,000 - \$3.5M

Total payroll 36% - 45% of gross revenue

Golf merchandise cost of sales 63% - 69% of golf shop total sales

Food and beverage labor cost 39% - 42% of total F&B sales

F&B cost of sales 33% - 37% of total F&B revenue

Total maintenance cost (including payroll) 25% - 30% of total facility revenue

Join us every other Wednesday at noon in a private group discussion on strategies to help golf courses win.

*Golf course owners and general managers only.



FREE ONLINE LIVE BI-WEEKLY EVENTS

GOLF COURSE OPERATOR'S FORUM

FEATURING GOLF'S TURNAROUND SPECIALIST
JOHN A. BROWN, JR.

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