

Emerging Trends for Golf Professionals

HOW GOLF PROFESSIONALS WILL ADD VALUE





"... UBER – THE WORLD’S LARGEST TAXI COMPANY – OWNS NO VEHICLES; FACEBOOK – THE WORLD’S MOST POPULAR MEDIA OWNER – CREATES NO CONTENT; ALIBABA – THE MOST VALUABLE RETAILER – HAS NO INVENTORY; AND AIRBNB – THE WORLD’S LARGEST ACCOMMODATION PROVIDER – OWNS NO REAL ESTATE."



Are you prepared for the future?
Do you know what is coming next?
How will you add future value?

HOW WILL PGA PROFESSIONALS ADD VALUE FIVE YEARS FROM NOW?



Today's Discussion Outline

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1. Overview of Trends and Introductions
2. Emerging Trends You Should Understand
3. Steps You Can Take to Maximize Your Value



Emerging Trends for Golf?

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Generation X: Men vs. Women

Advertising That Resonates

FEMALES AGES 35-54

Sentimental

Focused on milestone events

Real Life

Everyday family activities

Family Friendly

Safe, in no way "inappropriate"

W35-54

Real world settings and relatable situations

TONALITY

THEME

HUMOR

CHARACTERS

MALES AGES 35-54

Simple

Dialogue driven
Cool & calm

All-American

Football, cars, projects around the house

Clever

Low-key, subtle

M35-54

Masculine, skilled (not inept), authentic

Source: Nielsen

nielsen



TOPGOLF



1. Ladies First!

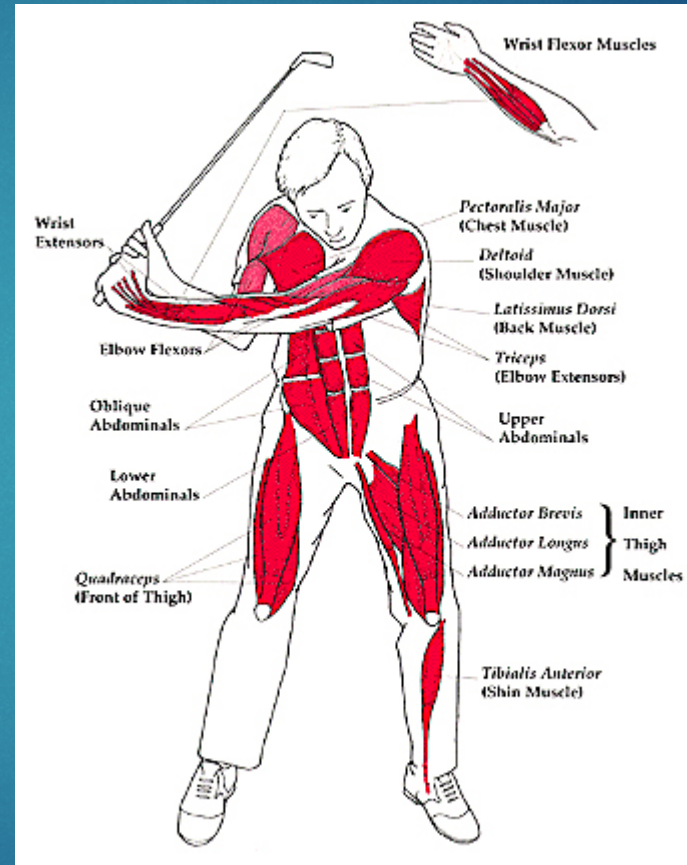
What do women want at your course?

- ▶ Respect and Recognition
- ▶ Platform of Socialization
- ▶ Safe Haven for the Families
- ▶ F's – Fun, Friends, Fitness, Families and Fresh Air



3. It's All About Me!

- Ego-Driven Economy Focuses on Self Indulgence
- Game Improvement and Golf Fitness Are Booming
- Connect to Millennials
- Satisfied Consumers Are Essential



4. Environmentalism – What a Wonderful World It Can Be



- ▶ Save the Earth
- ▶ Fear for Future Impacts
- ▶ Connect to Audubon International



5. Golf Is the Greatest Game There Is!

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- ▶ Love the Game
- ▶ Promote Golf
- ▶ Promote Golf to Mothers
- ▶ Engage Children with Golf
- ▶ Honor It; Nurture It; and Protect It



What should you do when you get home to increase your value?

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1. Drive Revenue Growth
2. Recruit Golfers to Play More
3. Focus on Women and Children
4. Expand Your Reach
5. Be Irreplaceable



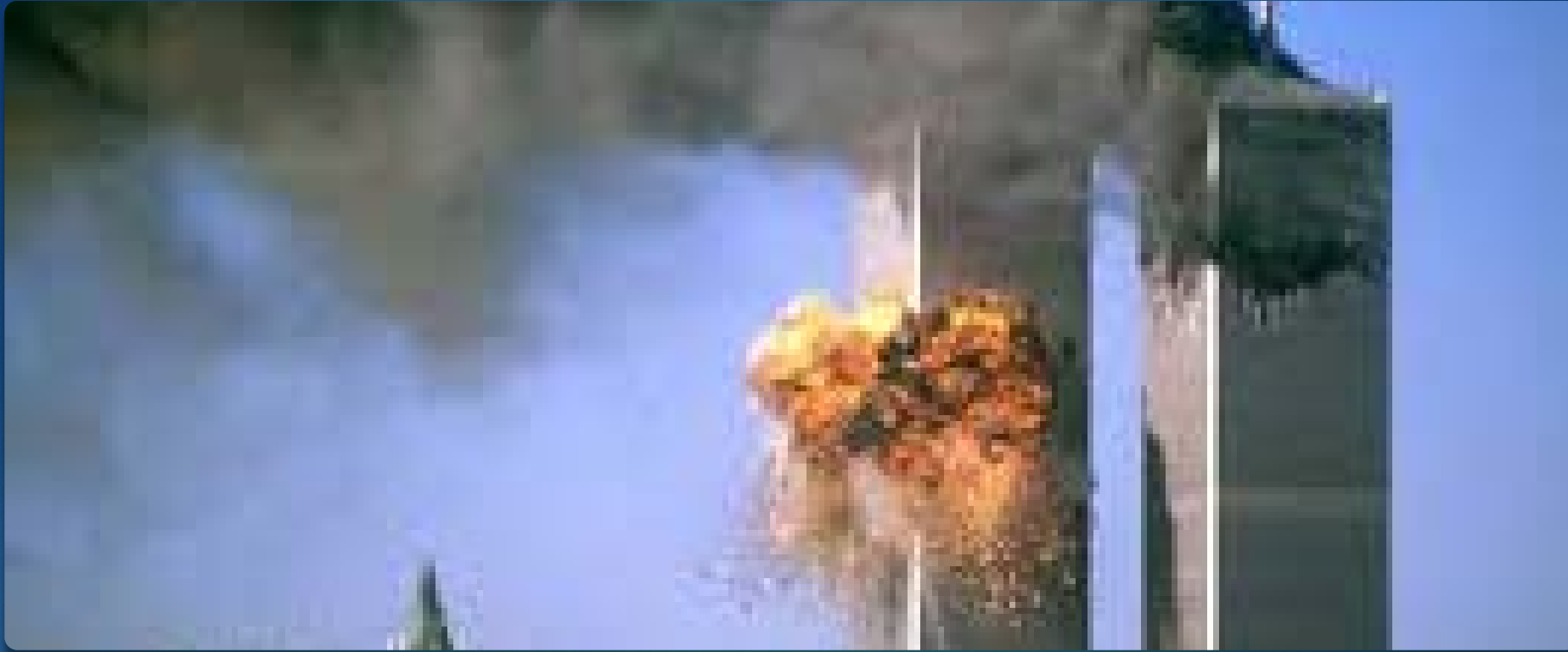
Discussion | Questions | Answers

WHAT LEGACY WILL YOU LEAVE AT YOUR CLUB?



What legacy will you leave at your club?





Bruce Gary – Engine 40 / Ladder 35

Story from the book "Firehouse" by David Halberstam



If you want to leave a legacy...
stand for something bigger than
yourself.



"The Guy with the Red Bandana"

"Everyone who can stand, stand now. If you can help others, do so."



Welles Crowther



If you want to leave a legacy,
stand tallest when times are
toughest.





Top-Performers Place the Needs of Others First

October, 2012 - The Old Guard at Arlington National Cemetery



If you want to leave a legacy, be faithful to the things that matter.



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