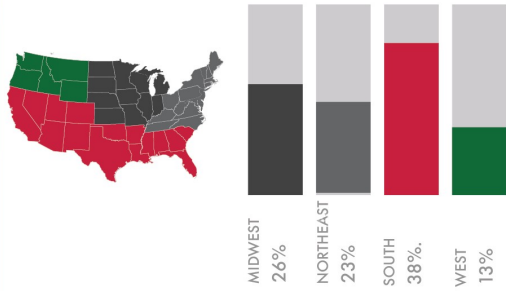


RESPONSES FROM 1,033 MILLENNIALS | AVERAGE AGE 24.3 CORE GOLFERS

DIVERSE DISTRIBUTION BY REGION



9.2
AVERAGE HANDICAP



BEEN PLAYING GOLF FOR
11
YEARS



PLAY
31.4
ROUNDS PER YEAR

41%

41% OF MILLENNIAL GOLFERS WOULD PREFER TO PAY MORE ANNUALLY RATHER THAN AN ENTRANCE FEE TO JOIN A PRIVATE CLUB. OF THOSE THAT WOULD PAY AN ENTRANCE FEE THE AVERAGE TOLERANCE WAS \$6,500.

HIGHEST TOLERANCE FOR DUES CAME FROM THE 36 TO 40 AGE GROUP AT

\$4,731
ANNUALLY

THE NON-GOLF AMENITIES OR SOCIAL COMPONENTS THAT ARE IMPORTANT TO MILLENNIALS WHEN JOINING A PRIVATE CLUB

TENNIS 28%

FITNESS 71%

TECHNOLOGY 18%

POOL 62%

FAMILY ACCESS 66%

SOCIALIZATION & EVENTS 57%

THE TOP 3 FACTORS WHICH MAY CAUSE MILLENNIALS TO JOIN A PRIVATE CLUB

- 1 RECOMMENDATIONS FROM FRIENDS, FAMILY OR COLLEAGUES
- 2 A POSITIVE EXPERIENCE ATTENDING A TOURNAMENT OR WEDDING
- 3 A RECEPTION OR COCKTAIL PARTY HOSTED BY THE CLUB TO PROMOTE MEMBERSHIP

LOW HANDICAP MILLENNIALS ARE WILLING TO PAY MORE ANNUALLY TO BELONG TO A PRIVATE CLUB.

7 HANDICAP OR BETTER
\$4,462 ANNUALLY

8-27 HANDICAP
\$3,579 ANNUALLY

28 PLUS HANDICAP
\$2,709

RESPONSES FROM 1,033 MILLENNIALS | AVERAGE AGE 24.3 CORE GOLFERS

KEY LEARNINGS

SPEND PER ROUND OF GOLF INCREASES AMONG OLDER MILLENNIALS



8-23%

THE PERCENT OF MILLENNIALS THAT PLAY MOST OF THEIR GOLF AT A PRIVATE CLUB INCREASES FROM 8% IN THOSE AGED 26-35 TO 23% IN THOSE AGED 36-40

65%

OF MILLENNIALS WITH A ZERO HANDICAP OR BETTER PLAY MOST OF THEIR GOLF AT A PRIVATE OR SEMI-PRIVATE GOLF COURSE.

ONLY 5%

OF MILLENNIALS WITH A 28+ HANDICAP PLAY MOST OF THEIR GOLF AT A PRIVATE OR SEMI-PRIVATE GOLF COURSE.

55%

MILLENNIALS AGED 18 TO 25 WILL CONSIDER JOINING A PRIVATE CLUB IN 3-10 YEARS

47%

MILLENNIALS AGED 26 TO 40 WILL CONSIDER JOINING A PRIVATE CLUB IN 5 YEARS

MEMBERSHIP OFFERINGS THAT ARE APPEALING TO MILLENNIALS

01

FLEXIBLE MEMBERSHIP OPTIONS WITH LOWER ANNUAL DUES AND PAY-PER-USE GOLF

51%

04

AN ENTRANCE FEE AMORTIZED OVER 2-3 YEARS

26%

02

A DISCOUNTED ENTRANCE FEE PAYABLE UPFRONT

48%

05

AN ENTRANCE FEE AMORTIZED OVER 4+ YEARS

19%

03

TRIAL MEMBERSHIPS

47%

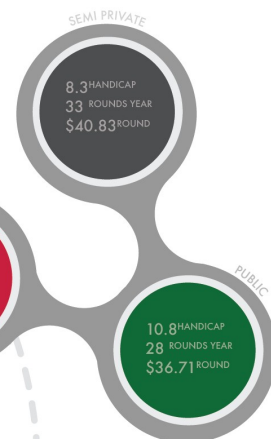
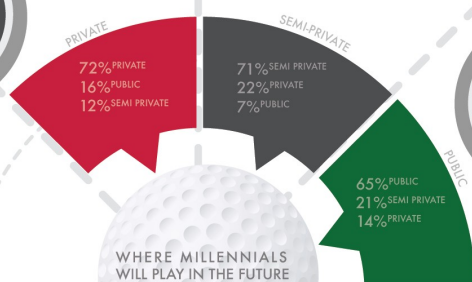
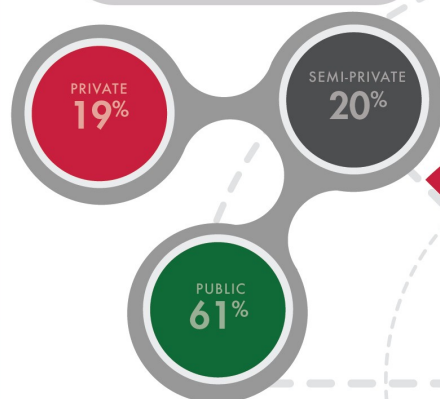
06

A HIGHER ENTRANCE FEE PAYABLE UPON REACHING THE AGE OF FULL MEMBERSHIP (TYPICALLY AGE 40)

17%

RESPONSES FROM 1,033 MILLENNIALS | AVERAGE AGE 24.3 CORE GOLFERS

WHERE MILLENNIALS PLAY GOLF MOST OFTEN



WHEN MILLENNIALS MIGHT JOIN A PRIVATE CLUB

| PRIVATE | SEMI-PRIVATE | PUBLIC |
|-------------------|------------------|------------------|
| 0% NEVER | 7% NEVER | 12% NEVER |
| 51% ARE CURRENTLY | 6% ARE CURRENTLY | 2% ARE CURRENTLY |
| 19% IN < 5 YEARS | 46% IN < 5 YEARS | 37% IN < 5 YEARS |
| 30% IN 6+ YEARS | 41% IN 6+ YEARS | 49% IN 6+ YEARS |

HOW MUCH MILLENNIALS WOULD PAY TO JOIN A PRIVATE CLUB

| | | |
|--------------|-----------------|--|
| PRIVATE | \$7,944 TO JOIN | BUT 29% PREFER TO PAY MORE ANNUAL VS. A JOINING FEE. |
| SEMI-PRIVATE | \$6,359 TO JOIN | BUT 34% PREFER TO PAY MORE ANNUAL VS. A JOINING FEE. |
| PUBLIC | \$5,964 TO JOIN | BUT 47% PREFER TO PAY MORE ANNUAL VS. A JOINING FEE. |

HOW MUCH MILLENNIALS WOULD PAY ANNUALLY TO BELONG TO A PRIVATE CLUB

| | | | | | |
|---------|---------|--------------|---------|--------|---------|
| PRIVATE | \$4,823 | SEMI-PRIVATE | \$4,117 | PUBLIC | \$3,693 |
|---------|---------|--------------|---------|--------|---------|

FACTORS THAT IMPACT WHERE MILLENNIALS PLAY

- 1 COURSE CONDITIONS
- 2 PRICE
- 3 LOCATION
- 4 FRIENDS THAT PLAY AT THAT COURSE
- 5 TOURNAMENTS HOSTED AT THAT COURSE

FOR MORE INFORMATION PLEASE CONTACT



1-888-432-9494
globalgolfadvisors.com



617.453.8732
nextgengolf.org



GLOBAL GOLF
ADVISORS



NEXTGENGOLF