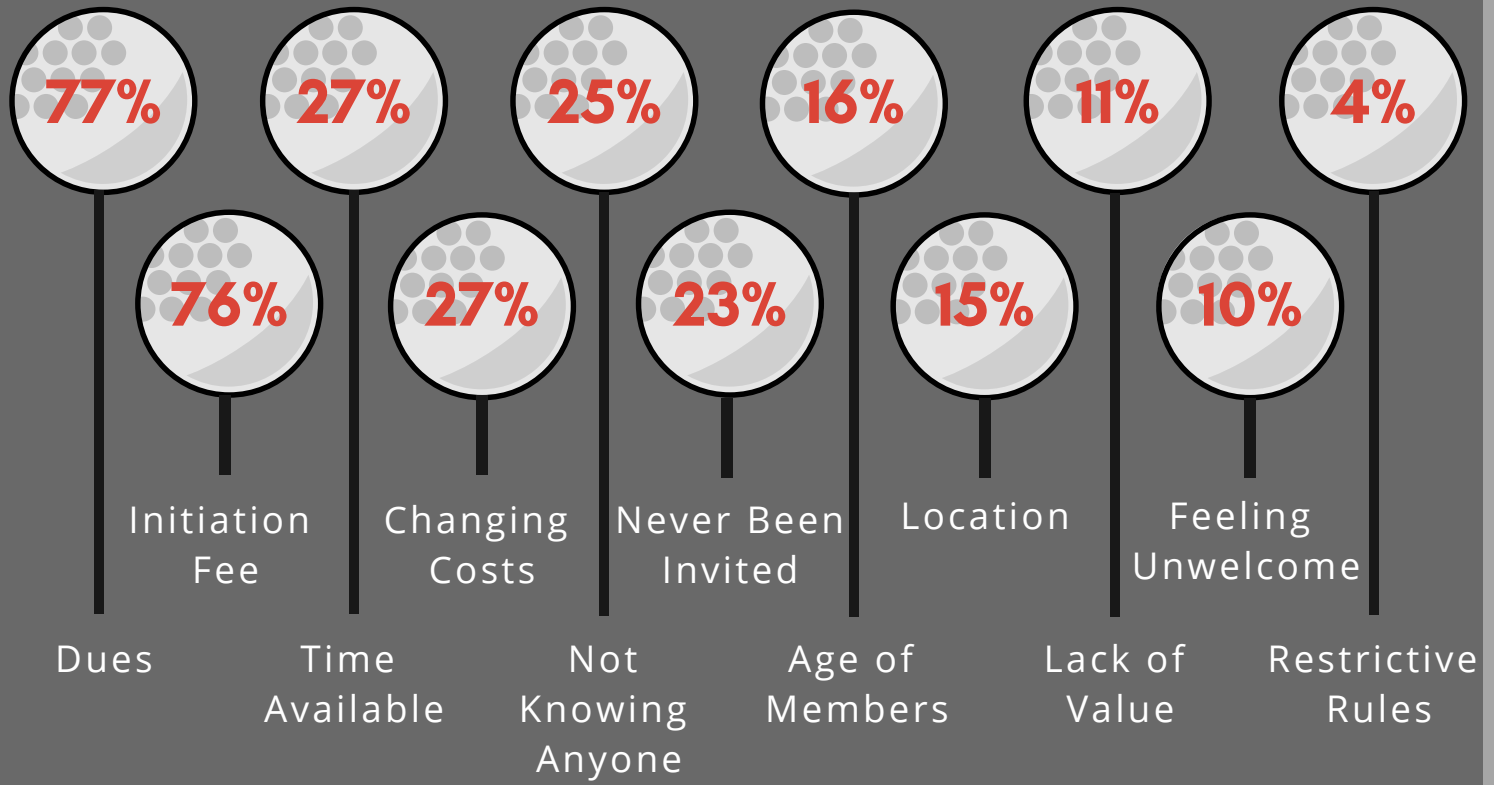


BARRIERS TO JOINING PRIVATE CLUBS

The third installment of our 2019 Millennial Research Study analyzing data collected from more than 3,600 avid millennial golfers. Data included is a continuation of the Part 2 installment which is available at globalgolfadvisors.com.



The majority of the top-ranked barriers to joining a private club revolve around cost and social aspects. Three of the top four barriers were cost-related, and 25% of millennials indicated that "Not knowing any members" prevents them from joining.

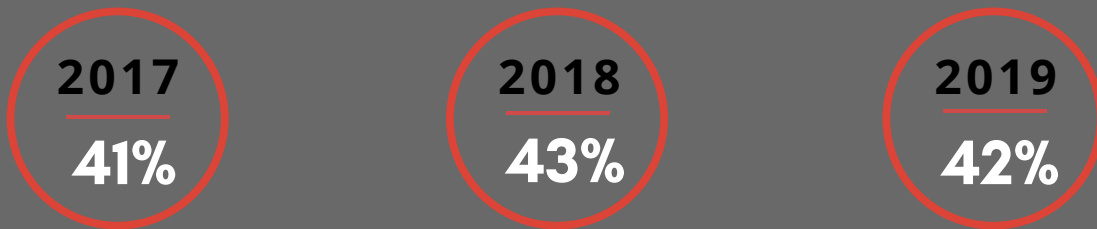
Previous findings indicated that millennials ranked "Friends who play at the course" as the 2nd-most important factor when deciding where to play, and that 91% of millennials play golf to hang out with friends.

Millennials strongly value money and time; if they are to consider joining a private club, there will need to be incentives offered to them which cover both of these aspects. This is reinforced by the previous "Reasons for Joining a Private Club" piece, which indicated that 44% would be triggered to join if there were joining incentives offered by the Club.



TOLERANCE TO PAY ENTRANCE FEES

Rather Spend More on Annual Dues than an Initiation Fee



Willingness to Spend on Initiation Fee



Willingness to Spend on Annual Dues



AGE

Those over 30 had a slightly higher tolerance to pay an initiation fee; ages 29 and under indicated an average willingness to spend **\$6,120** compared to **\$6,268** for those 30 and over.

HANDICAP

Those who had a 7 handicap or lower had a much higher tolerance to pay an initiation fee (**\$7,116**) compared to those with a higher handicap (**\$5,492**).



WHAT PREVENTS MILLENNIALS FROM PLAYING MORE GOLF?



Work Commitments

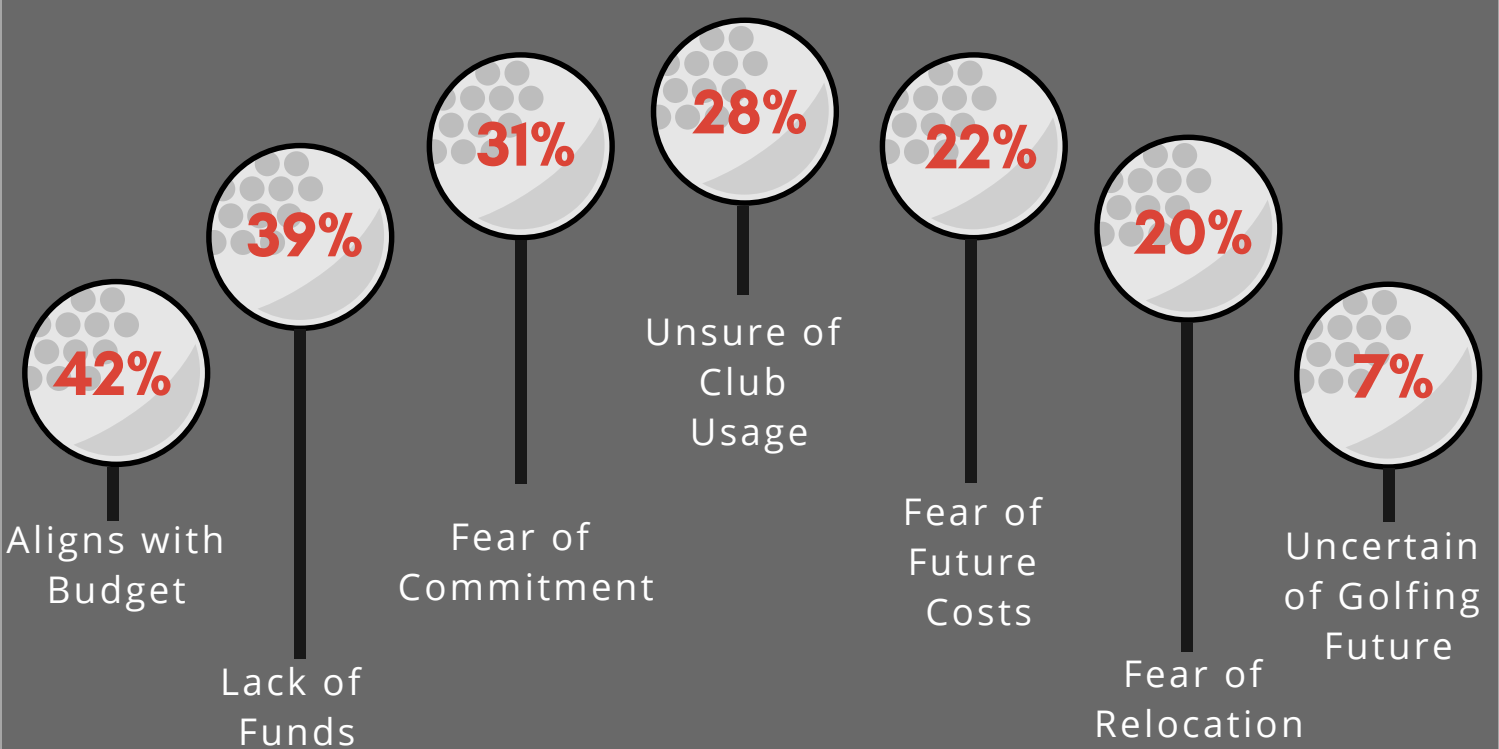


Cost Required to Play

Millennials tend to be busier than the typical private club user as they are not quite at the stage of their careers where they can have more flexibility in their work schedules.

Factors that prevent millennials from playing more golf are aligned with the greatest barriers to joining private clubs: cost and time.

WHY DO MANY MILLENNIALS WISH TO PAY MORE ANNUALLY RATHER THAN AN ENTRANCE FEE?



42% of millennials indicate that paying more annually aligns with their personal budget.

39% indicate that they have a lack of lump sum funds, and **31%** indicate a fear of commitment to one club.

These trends have been similar over the last two years; **46%** of 2018 respondents indicated a lack of lump sum funds and **35%** indicated a fear of commitment to one club.



OVERARCHING CONCLUSIONS



42% of millennials indicate that paying more annually aligns with their personal budget.



Some clubs should consider a hybrid pricing model whereby capital needs are supported through a lower entrance fee and higher annual fees.



Validating current trends, clubs should also consider more flexible payment options for the initiation fee, i.e. entire fee needs to be paid off by a certain date in certain installments.

Data collected through Millennial Golf Industry Surveys conducted by Global Golf Advisors and Nextgengolf. Based upon responses from 1,426 millennials in a 2019 update on studies conducted in 2017 and 2018. More than 3,600 responses have been analyzed during the three-year research study.

The next infographic will examine low-handicap golfers in further detail and how their views differ from those with higher handicaps.