

2022 American Golf Industry Coalition Report

American Golf Industry Coalition

DRIVING THE ECONOMY

The game of golf provides recreation and enjoyment for millions of Americans. But it is much more than a game – it is a major contributor to the American economy. Beyond its health and wellness value, golf generates jobs, commerce, economic development and tax revenues in communities across the country. It brings visitors to states, drives new construction and residential development, generates retail sales and creates demand for a myriad of goods and services. In short, golf impacts nearly two million Americans whose livelihoods directly or indirectly depend on it.

BY THE NUMBERS - How Golf Helps our Economy.

\$191.9 billion.....Total economic impact of golf in America, including direct, indirect and induced impacts.

\$84.1 billion.....Total size of the golf economy nationally.

\$58.7 billion.....Total wage income from about two million U.S. jobs.

15,000+.....Approximate number of U.S. golf facilities, with more than 10,000 open to the public.

\$25.7 billion.....Total travel expenditures produced by the golf industry.

\$6 billion.....Total amount spent on golf supplies.

529 million.....Total rounds of golf played in 2021.

1.98 million.....Jobs impacted by the golf industry across America.

\$36.....Average green fee in the U.S.

8 out of 10.....Golfers who play public golf.

STATE ECONOMIC IMPACT

Total annual economic output per state in Billions... Michigan is **7th in Nation**.

California - **\$15.1 billion**

Florida - **\$11 billion**

Texas - **\$6.3 billion**

New York - **\$5.3 billion**

Georgia - **\$5.0 billion**

Ohio and Pennsylvania - **\$4.8 billion**

MICHIGAN - **\$4.2 billion**

PROTECTING THE ENVIRONMENT

The golf industry is committed to environmental responsibility in the design, construction and management of golf courses. The game's leading organizations have invested considerable resources in this effort and are now driving the game toward sustainability. The American Golf Industry coalition supports these initiatives, which include research, education and innovative practices that are dedicated to providing long-term benefits to the communities where golf courses are located. With a shared goal of elevating golf's environmental consciousness, course superintendents and developers around the country are committed to continually improving their efforts to conserve water, protect water quality, preserve natural habitats, save energy and reduce pollution.

CONSERVING WATER ON GOLF COURSES

- 94% use wetting agents to aid in water retention and efficiency.
- 77% use hand-watering techniques to increase precision.
- Only 8% of the total volume of water used is from municipal sources.

NUTRIENT MANAGEMENT

- Since 2006, golf courses have significantly decreased their overall nutrient use.
- Nitrogen use has been reduced by 34%, or the equivalent of 30,790 tons annually.
- Phosphate has been reduced by 53%, or the equivalent of 17,867 tons annually.
- Potash use has been reduced by 42%, or the equivalent of 37,419 tons annually.

PROVIDING GREEN SPACE

- More than two million acres of green space represented by U.S. golf courses.
- Golf courses are home to many important species and provide elements of natural habitat, buffer strips and wetlands that protect natural resources.

BENEFITTING THE ENVIRONMENT

- 77% of 18-hole courses have taken steps to conserve energy.
- 90% contribute valuable green space.
- Turfgrass is home to microorganisms that feed off pollutants and purify the water.

THE HUMAN IMPACT OF GOLF

Golf has a longstanding history of giving back. It starts with the values of sportsmanship, respect and integrity inherent to the game, and continues with the billions of dollars raised annually for charities across

the country. Whether supporting men and women in uniform, promoting scholastic achievement or providing fundraising opportunities for worthy charities, the golf industry is finding ways for all Americans to benefit from the game.

GIVING BACK

Since 2012, Golf as a Fundraising Vehicle has Raised Nearly \$20 Billion in Charity.

\$3.9 Billion

National charitable impact of golf in 2016.

12 Million

Number of people who attended 143,000 golf-related philanthropic events in 2016.

\$40 Million

Amount the United States Golf Association (USGA) has awarded in environmental and turfgrass research grants, which have helped develop new grasses and

playing surfaces that require less water and are more resistant to environmental stresses.

\$3.21 Million

Raised for charity by the PGA TOUR in its history.

\$1.7 Million

Annual contribution made in 2019 to fund environmental programs, research, advocacy, education and scholarships to foster sustainability for the benefit of golf course management professionals, golf facilities and the game by The Environmental Institute of Golf, the Golf Course Superintendents Association of America's philanthropic arm.

SUPPORTING OUR TROOPS

A Joint Effort to Show Appreciation to our Armed Forces.

Patriot Golf Day continually stands out as one of the primary sources of revenue for Folds of Honor, RAISING NEARLY **\$47 MILLION** for the organization since 2007.

The fundraiser is jointly supported by the PGA of America and the United States Golf Association (USGA). Over the last 10 years, golfers nationwide have been instrumental in raising donations through Patriot Golf Day events, resulting in nearly **20,000 scholarships** to benefit Folds of Honor—in all 50 states and 41 PGA Sections.

HEALTH AND WELLNESS

Golf gets Americans fit. It is no secret that exercise is good for your health. But what many people don't know is that golf is an excellent source of exercise that offers many other benefits to overall wellness. In fact, experts agree – playing golf not only improves your health, but also your quality of life.

- Walking 18 holes of golf lowers blood glucose levels anywhere from 10% to 30% depending on age.
- Older people who golf have better static and dynamic balance control and confidence.
- Golfers exceed 10,000 steps during a typical round of golf – which meets the recommended guidelines for daily exercise.
- Golf decreases the risk of more than 40 major chronic diseases.

WHO WE ARE

Founded in 2009, the American Golf Industry Coalition is a partnership among golf's leading organizations to promote and advocate for the collective interests of the sport by:

- Advocating for legislative and regulatory issues of importance
- Facilitating the industry's diversity, equity and inclusion efforts. More specifically, the golf industry's DE&I initiative known as Make Golf Your Thing.

In each area of emphasis, the coalition unites the golf industry in pursuit of goals designed to enhance the vitality and diversity of the recreational and business entities of the sport. We serve as a banner under which collaborative issues can be addressed when it's clear that one collective voice is better than an individual.

For more information, please visit:
www.golfcoalition.org