

Where is Your Facility Investing its Resources?

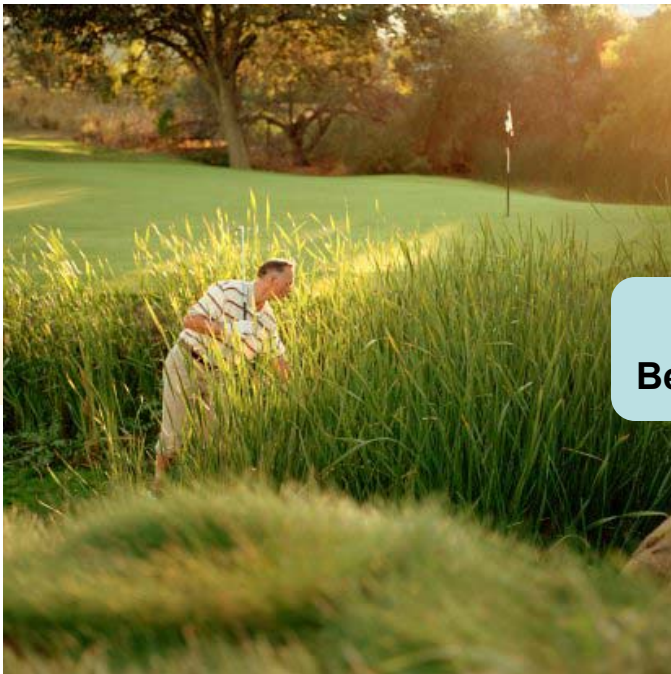


Drivers of Golfer Enjoyment: Conditions, People & Performance

Mean Score (1-7 Scale)	Total Best Customers
<i>Well maintained greens & bunkers</i>	6.34
<i>Well maintained fairways & tees</i>	6.28
The people you play with	6.24
Playing well on the course	5.84
Availability of practice facilities	5.68
Beautiful surroundings and scenery	5.74
Scoring well	5.65
Challenging course	5.65
Fast pace of play	5.39
Knowledgeable marshals and starters	5.38

Overall Enjoyment Is Less about Course Challenge & More about Conditioning

Forced Choice: Do you generally prefer to play a course that is...



**Total
Best Customers**

**Very challenging,
not top condition**

12%

88%

**Not as challenging but in
very good condition**

Overall Enjoyment Is Less about Course Challenge & More about Conditioning

- Golfers were twice as likely to want “better course conditioning” over “better architecture and layout” as an incentive for them to pay 25% more for greens fees!



Total
Best Customers

