



# 2018 ASGCA-SLRG Market Trend Watch Benchmark Findings

## Golf Facility Operators' Biggest Challenges/Priorities



**MORE THAN 7-IN-10** facility operators site **LABOR COSTS** as having the biggest impact on their maintenance budgets...more so than any other inputs. **LABOR AVAILABILITY** and **QUALITY** are equally challenging.

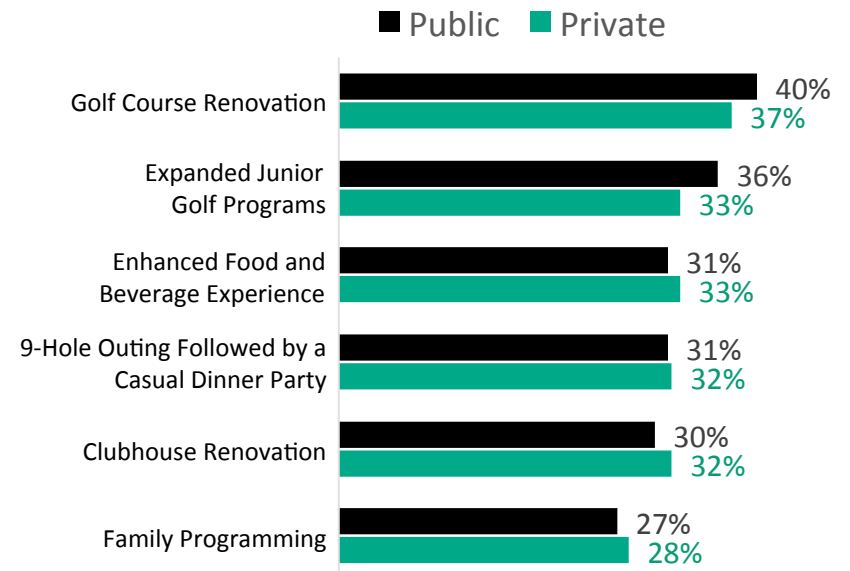
**69%** of Public Access Facility Operators cite **REVENUE INCREASES** as their biggest priority for improving the bottom line... significantly more so than improving customer satisfaction (23%) or reducing costs (8%).



More than any other component of their facility offerings, **90%** strongly believe that both the condition and consistency of the greens are critically important.

## Golf Course Renovations Top Facility Operators' Wish List

### Would be of Significant Interest SUMMARY



**MORE THAN 1 ½ TIMES** greater satisfaction with most recent investment in golf course renovation relative to clubhouse renovation.



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## ASGCA Member Renovation Trends

**54%** report volume of renovation revenue has been up over the past two years, with only **17%** reporting a decline.

Expectations for the next two years are more bullish—**55%** anticipate an increase in renovation revenue vs only **10%** who foresee a decline.

**GREATEST PROJECT VOLUME** over the past twenty-four months seen from:

- **MASTER PLAN DEVELOPMENT**
- **RE-BUNKERING**
- **NEW COURSE CONSTRUCTION/DESIGN**



Over the past two years, more than **70%** of **ASGCA** members have been involved in:

- Re-bunkering
- Master plan development
- Short game area development
- Practice area improvements
- Green Complex renovation or redesign

## Golf Course Renovations Top Facility Operators' Wish List

Architects, Superintendents and facility general managers are aligned regarding the **most important** amenity or service enhancements:

- A dedicated short game practice/learning area
- An enhanced practice range
- Additional tee box options for a shorter golf course



On average, facility operators consider 3.2 years to be a reasonable time frame for which to achieve a positive return on a capital investment of \$20,000 or more.

### Most Important Factors Cited In Committing To A Golf Course Renovation Or Remodel

#### Public Facilities

**73%** – Confirming the Cost

#### Private Facilities

**69%** – Member Retention