



AMERICAN SOCIETY of GOLF COURSE ARCHITECTS

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Contact: Marc Whitney
262-786-5960
marc@asgca.org

2021 ASGCA survey reflects industry optimism and changes in focus for owners & superintendents impacted by COVID-19

**Practice Area improvements lead the way in facility project execution,
with Master Plan Development continuing from coast-to-coast**

BROOKFIELD, Wis. – ASGCA members continue to see growth in projects focused on practice area improvements, re-bunkering, short game area development and master planning projects. That is one result of the 4th “Golf Facility Market Trend Watch” report, commissioned by the American Society of Golf Course Architects (ASGCA) and conducted by Sports & Leisure Research Group (SLRG).

The online study, conducted and analyzed in late 2020, was distributed to more than 40,000 people, including ASGCA members, and subscribers of *By Design* and *Golf Course Industry* magazines. Respondents included golf course architects, superintendents, general managers, facility owners/operators, golf professionals and industry leaders.

The complete Market Trend Watch results may be found at <https://tinyurl.com/yyw73v5l>.

“COVID-19 had a unique impact on the golf industry, as 85% of superintendents reported a surge in play during 2020, a far different result than most other industries experienced,” said Jon Last, SLRG founder and president. “The pandemic’s impact is seen throughout these results, including more than 7-in-10 facilities saying their bottom line was impacted by new or updated regulatory issues.”

ASGCA members are engaged in a breadth of projects large and small. Nearly one-in-four are working now or have recently completed re-design or renovation projects of at least nine holes, and a similar percentage are working on new course design. Re-bunkering projects continue apace across North America, and master planning is as strong as ever.

The study also illustrates a surge in golf activity in 2020 has led to an increased need for on-course maintenance programs at both public and private courses, according to golf course superintendents and general managers.



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Operators at both public and private facilities show a willingness to invest capital if it will improve the overall financial picture. The goal to “Increase Revenue” outpaced “Decrease Costs” by more than 5-to-1.

ASGCA Background

Founded in 1946 by Donald Ross, Robert Trent Jones and 12 other leading architects, the American Society of Golf Course Architects is a non-profit organization comprised of experienced golf course designers located throughout North America. ASGCA members are able to counsel in all aspects of golf course design and remodeling and comprise many of the great talents throughout the golf industry.

For more information about ASGCA, including a current list of members, visit <http://www.asgca.org> or call (262) 786-5960.

Sports & Leisure Research Group Background

For the past 12 years, Sports & Leisure Research Group has played a pivotal role in providing marketing professionals with the most extensive customized research and consulting services available. The principals of the firm are each former national presidents of the U.S. Marketing Research Association (MRA), coupling an acute understanding of the sports, travel and leisure markets with a classical marketing research background approach to combine market insights with actionable strategies.

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