

COMPLIMENTARY DOWNLOADS

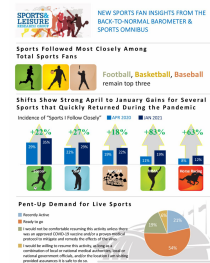
Four Complimentary Downloads Feature Golf and Sports Marketing Trends, New Back-To-Normal Barometer Insights



Beyond The Pandemic: Golf Market Trends 2021

Our annual Trends breakfast at the PGA Merchandise Show was presented virtually on Thursday, January 28th and included brand new golfer and U.S. consumer research conducted as part of our ongoing Back to Normal Barometer, as well as with the ASGCA. This year we dive deeply into the impact of the COVID 19 pandemic, the sustainability of golf's participation surge and hone in on key trends that will impact the golf industry in 2021 across equipment, facility operations, travel and the golfer's mindset. Results were derived from surveys and in depth interviews with active golfers and facility operators as well as numerous additional golfer research conducted by SLRG over the past twelve months. Click the link below for the presentation slides. More in depth results are also available on a custom basis. Please contact us for details.

[DOWNLOAD PDF](#) or click [HERE](#) for a replay of the actual presentation.



SLRG 2021 Winter Sports Omnibus highlights are also available for download [HERE](#) and contain the latest insights and trends from a national sample of avid sports fans regarding their participation and viewership habits across the most popular spectator and participatory sports.



SLRG IN THE NEWS

GOLF

What golfers really want from their courses, according to superintendents
January 20, 2021

SLRG's **2021 Golf Market Trendwatch** with the ASGCA reveals interesting trends in facility operations and golfer needs.

[Read More »](#)



Private Clubs Continue their Reinvention
January 8, 2021

More than a decade since the recession, private golf clubs are still looking for ways to keep members engaged

[Read More »](#)



DRIVER\$ is Morning Read's podcast covering all facets of the golf industry. Hosted by Sports and Leisure Research Group Founder and President Jon Last, the show includes a mix of insight-driven commentary on issues impacting the golf business, the latest research and most importantly, candid conversation with industry leaders and behind-the-scenes players. You can view archives of all episodes [HERE](#) and be sure to read all of the industry business news at the all new [Morning Read Business.com](#)

2021 BACK-TO-NORMAL BAROMETER



HEADLINES FROM THE JANUARY BACK-TO-NORMAL BAROMETER:

News & Views Readers can download the key headlines from our January 2021 Back to Normal Barometer Update , in succinct bullet point highlights, [HERE](#). Learn how Americans were viewing the new year with a focus on travel, sports and other leisure activities. Look for a special, February Back-to-Normal Barometer Briefing and highlights, later this month, drawn from research that has just come out of the field.



Our fourth annual trends study conducted in partnership with the American Society of Golf Course Architects (ASGCA) reveals trends in golf facility development as well as the attitudes, business trends and perceptions of superintendents, facility operators and architects. Click [HERE](#) to download



Back-to-Normal Barometer Selected as Finalist for 2021 Innovation SABRE Award

Awarded annually to top public relations firms, The Innovation SABRE Awards — North America 2021 shortlist was selected

from more than 700 entries submitted across 60 categories. Among the finalists in the category of *“Best use of Original/Commissioned Research”* was SLRG partner ROKK Solutions for their work in promoting our Back to Normal Barometer. In selecting the finalists, judges often reverted to these core questions to drive their decisions:

Did it take courage?

Was it authentic?

Was it engaging?

Was it shareable?

Was it sticky?

Was it ethical?

DRIVER\$: Episode 6

POSTED: [February 2, 2021](#)

Behind the Scenes at The AT&T Pebble Beach Pro-Am Tournament Director and Monterey Peninsula Foundation CEO Steve John joins Sports and Leisure Research Group's Jon Last and David Klein to discuss the evolution of one of the most revered events on the PGA TOUR. With the COVID driven elimination of spectators and Amateurs, we unpack [...]

[Read More & Listen Here »](#)

DRIVER\$: Episode 5

POSTED: [January 26, 2021](#)

Forging AHEAD in a Pandemic Ahead CEO Anne Broholm joins Sports and Leisure Research Group's Jon Last and David Klein to discuss how the leading golf headwear company executed its COVID pivot, along with a look at the virtual PGA Merchandise show and soft goods trends for the year ahead.

[Read More & Listen Here »](#)

DRIVER\$: Episode 4

POSTED: [January 4, 2021](#)

How Pinehurst has Continued its Transformation Amidst the Global Pandemic In Driver\$ episode 4, Pinehurst's VP of Marketing and Business Development, Eric Kuester joins Jon and David for a candid look at how one of the country's most iconic golf resorts has proactively addressed an evolving marketplace

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The winners will be announced at the Innovation SABRE Awards — North America on February 24, 2021 as part of PProvoke North America 2021. Both events will be virtual.

POV

Sports Marketing ROO Measurement's Necessary Pivot

Those who know me or have followed this newsletter over the past decade-plus, know that I've consistently advocated for a broader, more holistic and more precise means of deriving and unpacking sports marketing return on investment. Simply relying upon reach

or exposure equivalents has always been perceived by our shop as a somewhat limited means of counting eyeballs while eschewing the more appropriate measures of engagement. The challenge has always been in properly defining engagement and creating valid and projectable research methodologies to track it.



That objective has been consistently satisfied through clear definition of brand perception objectives and the subsequent deployment of research that measures target consumer alignment of activating brands with those measures. Methodologically this has incorporated elements of experimental design that examine both pre-exposure vs. post-exposure perceptual alignment with these measures, as well as a contextual assessment of the activating brand's performance vs. competitive set brands in generating positive association, recall and purchase intent. Over the years we've conducted hundreds of tests, typically in venue, and have amassed a robust set of norms across a variety of active sponsor categories.

This all works quite well when you are activating in person, in front of tens of thousands of fans. But that is not the sports world we have been living in since last March. Properties, their sponsors and agencies have been quite adept at migrating primarily towards digital activations; a trend that was growing even before COVID driven shutdowns. Unfortunately, though, this has made it more difficult to adequately measure marketing impact. In fact it has also facilitated a greater reliance on the underwhelming practice of counting CPM equivalents and traffic. I'd maintain that in a time of digital and in-home clutter, these measures are even more inadequate in gauging return on marketing objectives than they were when we were packing stadiums and arenas.

But all is not lost. With increased property focus on capturing and tracking digital behaviors and populating fan databases with more transactional, demographic and attitudinal information, those wishing to harness ROO research to get a clearer understanding of what compels sponsor target consumers can now better apply the same experimental design principles that we've advocated for onsite activation measurement, in a largely digital space. Brands, properties and agencies who go beyond just counting eyeballs during these times, will be even better positioned, when fans return en masse to sports venues, hopefully in the near future. [CONTACT US.](#)

CONNECT WITH SLRG

[CLICK HERE](#) for archived issues of SLRG's "News & Views" e-newsletter, for all of the most up-to-date insight on issues impacting marketing research, the media, travel, sports and leisure industries.

