



PGA
EST. 1916

A New Context for Business Golf



Business Golf

More than 25% of the women who have closed a deal through golf, have closed a **deal valued at \$500k+**.

An average of **5 deals** were closed through golf for men & women.

78% of women believe playing golf in a business environment is a great networking tool.

Both men and women executives rank golf as most effective of all networking activities with peers, clients, and suppliers.



Mixed Genders & Golf

61% of the golfing women execs enjoy playing business golf with men.

45% of golfing men execs enjoy playing business golf with women.

79% of women exec golfers want to play with mixed genders. .

Only 30% of male golfing execs' business rounds are played with mixed gender groups.



Barriers for Executive Women and Golf

Golfing businesswomen feel that the game is not as accessible to women as men in their companies.

41% of golfing businesswomen feel that they have encountered discrimination on the golf course.

Golfing businesswomen are **25% more likely** as men to feel that *business golf is **more stressful** than social golf.*

Nearly 50% of executive women golfers feel that men on the golf course are trying to teach them what to do.



Approaches to Engage Women Golfers

Executive women are significantly more likely to have taken a golf lesson than their male counterparts.

These would drive *increased* lessons for women vs men.

- Easy access to private one-on-one lessons or group lessons
- Lesson availability through work

Over 33% of non-golfing women execs would be interested in learning about the "do's and don'ts" of business golf etiquette.



Source: Business Golf: The Gender Puzzle

SPORTS & LEISURE
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Women Executives & Golf Facilities

The most important elements of designing the **ultimate Business Golf Facility** for women:

- #1. Multiple restroom facilities on both the front and back nine
- #2. Restaurants with healthy food
- #3. A locker room with showers and abundant toiletries
- #4. Both men and women instructors
- #5. Abundant women's merchandise in the golf shop



Confidence Booster & Positive Business Qualities

Women are significantly more likely than men golfing execs to agree that business golf **builds confidence** and is an important part of the business culture.

Golfing businesswomen strongly agree that golf has helped make them more...

- assertive - **51%**
- disciplined - **56%**
- risk taking - **52%**



Key to the Castle

58% of women golfers felt that playing golf has contributed to their professional success.

75% of golfing women execs express strong interest in after work corporate golf activities.



Golf Fosters Business Relationships

Both men and women executives rank golf as the most effective of all networking activities with...

- Peers
- Clients/Prospects
- Suppliers/Vendors
- Even non-golfing executives rank golf as the #1 most effective way to build business relationships.

Golfing men and women both agree that golf is quality time that helps business men and women *de-stress* from their jobs and helps one get to know their peers and colleagues better.

Nearly 60% of golfing women execs agree that playing golf has made them feel more included.