



## How are You Doing Compared to Your Southern Friends? Stunning Insights from the NGCOA Canada and Golf Convergence's Canadian Benchmarking Survey

### What's Up Doc?

In March and April, the NGCOA Canada, in conjunction with Golf Convergence, reached out to the Canadian golf industry in an effort to gauge the pulse of the industry. According to data received from 325 golf course operators across the country, Canada's golf industry may be outperforming their counterparts in the United States.

14.1% of the nation's golf courses responded to the survey, providing a margin of error of 5.1%, translating to a confidence factor of 95%. The margin of error and level of confidence indicate that the results can be interpreted with legitimacy. The insights provided below and in the full report have the potential to greatly benefit golf course operators throughout the country.

### Mirror, Mirror on the Wall

The financial performance of golf courses in Canada is impressive. There are many striking similarities and differences between the financial results of Canada vs. US golf courses as shown:

Surprised by the results? We are. Most would think that the southern climates of the United States would produce the best results. Perhaps it has something to do with the shorter daylight hours during the winter months and the constant peril of precipitation and afternoon thunderstorms our US neighbours deal with?

### How Does Your Customer Database Compare To That Of Your US Counterparts?

The average Canadian golf course maintains only 1,886 email addresses. Their US counterparts average 3,484 email addresses.

Category	Canada	United States	Difference
9 - Hole	26%	27%	1%
18 - Hole	61%	63%	2%
27 - Hole	13%	9%	-4%
Slope Rating	127	125	-2
% of Population that Golfs	21.5%	8.9%	-12.6
Average Prime Time Green Fee, Exclusive of Resorts/Private Clubs	\$52.15	\$38.42	-13.73
Median Prime Time Green Fee, Exclusive of Resorts/Private Clubs	\$45.50	\$37.00	-9
Cart Fee	\$17.45	\$18.00	1
Median Rounds	22,500	22,000	-500
Gross Revenue	\$1,687,230	\$1,375,000	-312,230
Revenue Per Playable Day	9,425	5,350	-4075
Green Fee Revenue	\$954,921	\$547,500	-407,421
Playable Days	179	257	78
Food and Beverage Revenue	\$624,008	\$355,087	-268,921
Maintenance Salaries	\$288,735	\$272,784	-15,951
Maintenance Expenses	\$274,704	\$292,247	17,543
Water Expense: Free	68%	35%	-33
Acreage Maintained	118	100	-18
Hours Required to Maintain	12,280	18,500	6,220
Cost Per Acre	\$4,774	\$5,650	876
Full Time Employees	5	14 -9	

Canadian data was obtained from NGCOA Canada / Golf Convergence's recent Benchmarking Survey US data was obtained from the following sources:  
Income statement information from PGA PerformanceTrack, 2012 Annual Operating Survey  
Composition of US golf courses, slope rating, average green fee, median green fees from NGF Facility list  
Percent of population from NGF Golfer Demand survey