

# PGA Professional Travel Workbook



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# Golf trips enable PGA Professionals to enhance their standing with members

by Scott Kramer

If you really want to get to know your members beyond the golf course, there is one excellent road you can take – take them on the road. Just talk to those who have done it. Many PGA Professionals come back from trips they have organized wondering why they hadn't done it years earlier. Not only is it fun, but it can really make a difference in the way members perceive you and their connection with you and your club. "On group trips, I'm able to spend time with members as a friend rather than an employee," says Gregory Prudham, PGA head professional at Warner Springs Ranch near San Diego. "This leads to improved relationships throughout the membership and gives me a chance to raise my club leadership status, not to mention my lesson revenue."

Kirk Hanefeld, PGA director of golf at The International in Bolton, Mass., agrees. "A greater mutual respect emerges every time I travel with members. The work, organization, playing ability and resulting fun for everyone have given our members a different view of who I am personally and professionally."

Putting such trips together takes a lot of effort, advanced planning and marketing. But it also allows you to show off your organizational skills. Take the case of Jeff Lefevre, PGA director of golf at Linwood (N.J.) Country Club. He frequently organizes and hosts member golf trips to Las Vegas. "My guests want to play nice courses, eat good dinners, go to fun nightclubs and see the latest shows," says Lefevre, who does an incredible amount of research beforehand. "By itself, Las Vegas is a self-written ticket for a great time. But I pre-arrange everything because, if the trip's organized, it will be a great time, guaranteed. Being organized is the key." And as a result, Lefevre's travel list constantly has a backlog of people requesting space on his next journey.

It will work best if you plan as far ahead as possible. You need to decide the length of the trip, the dates, the destination (which means doing a lot of research), choose a tour operator, if applicable, establish a price and promote the trip to members. If you don't want to take the helm yourself, be sure to appoint a group leader – "I always recruit a member as chairperson to work social circles, e-mail, the clubhouse and a newsletter," says PGA Master Professional Bob Intrieri of Bay Colony Golf Club in Naples, Fla.

Once a core group has expressed interest, Bob Dolan, head professional at Columbia Country Club in Chevy Chase, Md., suggests a pre-group gathering as "a good way to go over the itinerary, answer questions, review expected costs and go over what to bring."

It's also an excellent opportunity to attract even more people for the trip. And as an added bonus, everyone will get in the mood and become friendly. When your final traveling group is set, invite them to a pre-trip wine-and-cheese party or dinner to generate buzz and excitement. If you are using a tour operator, he can arrange this gathering.

## Closer Bonds Established

Clearly, it takes work to arrange a trip. But the payoff is more than worth it. Many PGA Professionals organize excellent vacations (that they often enjoy free thanks to incentives

from destinations and tour operators), and in the process establish tighter bonds with members, leading to more rewarding careers.

Members who already like to travel or those who need a package deal to entice them will appreciate the extra value they get from a trip put together by a PGA Professional. You can introduce them to a fresh destination or show them new ways to enjoy familiar venues. You can also gain them access to courses they wouldn't otherwise be able to play. Even those members who don't join you on the trip will be pleased to have been asked.

Ron J. Osborne, PGA head professional at Binder Park Golf Course in Battle Creek, Mich., solicits 65 percent of his members to participate in events, and has even established travel groups. "This all adds up to another level of service that only you as a PGA member can provide. To be successful as a PGA Professional, you need to be proactive."

Travel brings people together and deepens the relationship Professionals have with their members. And it often works out that the further your destination, the stronger the ties. When you're overseas, you will see much more of your fellow travelers; and, far removed from the familiar comfort of home, you will tend to bond much more closely.

"I am 34 years old and many of my members are older," says Ian Dalzell, PGA head professional/general manager at Hidden Creek Golf Club in Egg Harbor Township, N.J. "Sometimes, it's hard to bridge that generation gap when you're only dealing with them on a lesson or from across the counter. Taking a seven-day trip to Ireland with nine of my members and my two assistants enhances our relationship with all of the members. It really brings the relationship to a whole new level. You find out about their families, their occupations, what makes them tick, and it allows you to better serve their needs when you get back to the club."

Matthew Barnes, PGA head professional at Georgia Veterans Golf Course in Cordele, Ga., found out devastating news on a group trip. But that helped him grow much tighter with his members. "On a recent trip to Scotland with a group of 24, I learned that my mother had cancer and was to undergo surgery, coincidentally the day I was to play Carnoustie," he says. "One of my members, who happened to be a surgeon, took the time to comfort me and assure me that there was nothing I could do by leaving the trip and returning home. Had this happened anywhere else, I'm not sure that I could have received the support I got from a man that, prior to this trip, I knew only as Dr. Boulet."

James Hafner, PGA director of golf at Tiburon Golf Club in Naples, Fla., says that PGA Professional/member trips also help create a better awareness of your club itself. "Member trips are great for involving a challenging membership," says Hafner. "I created an annual trip at a past club, and the bond we created over those four days turned those members into year-round supporters."

### **Greater Loyalty Will Develop**

In addition to the immediate gains, organizing and taking golf trips will generate long-term benefits. "Your members become much more loyal to you and the club," says Christopher Foley, PGA head professional at Madden's on Gull Lake in Brainerd, Minn. "I've always ended up giving the people I travel with more lessons and selling them more equipment and merchandise."

The translation to future sales in your shop is a given, says Roger Teel, PGA head professional at Green River Golf Course in Corona, Calif. And it sends an important signal to the course owners, as well. "Becoming a travel expert at my club has helped me build

member trust and leadership skills, increase sales for our shop and lets my employer know that I care about the membership,” he says.

Hidden Creek’s Dalzell was even promoted, as a direct result of his European trips. “Organizing travel has really enhanced my position and career opportunities at my club,” he says. “I grew up in Ireland and have taken my members there on three occasions in the last three seasons. They love that I have that connection, and I know it had everything to do with my promotion from PGA head professional to head professional/general manager.”

As clubs compete aggressively for new members, while working creatively to entertain and retain the ones they have, member golf travel will earn pros high marks. Well done, it is not only a high-profile member service, but also a competitive advantage that serves the long-term purposes of both the club and the PGA Professional. The club’s reputation and membership value are enhanced by building a stronger sense of community among the membership; the PGA Professional develops broader relationships on a personal level while adding an important skill set to his or her resume.

Sometimes, the intangible benefits exceed expectations. “As a result of traveling with one particular member on numerous occasions, I was asked to become a board member of a charity that he is heavily involved in,” says Jim Smith, Jr., PGA head professional at Talamore at Oak Terrace in Ambler, Pa. “Our relationship developed further and our club wound up hosting their annual charity golf outing. We win in that we generate additional revenue and goodwill, and the member wins by making the charity more money as a result of his relationship with me.”

Win-win is a perfect description of the benefit of providing travel services for your members. As Chris Bona, PGA head professional at Bull Valley Golf Course in Woodstock, Ill., put it succinctly: “I am in the business of keeping people happy. The more I can travel with my members or send them to see new, fantastic facilities, the more they respect me and my association with The PGA of America.” ❖

# PGA Professionals Speak Out

## The benefits of travel:

*“To be successful as a Golf Professional, you need to be Pro-active. My members love organized events and they love being a part of it. We solicit 65 percent of our members to participate in our events and even have established travel groups. This all adds up to another level of service that only you as a PGA member can provide.”*

—Ron J. Osborne, PGA, Binder Park GC, Battle Creek, MI

*“Member trips are great for involving a challenging membership. I created an annual trip at a past club and the bond we created over those four days turned those members into year-round supporters.”*

—James Hafner, PGA, Tiburon GC, Naples, FL

*“On group trips, I’m able to spend time with members as a friend rather than an employee. This leads to improved relationships throughout the membership and gives me a chance to raise my club leadership status – not to mention my lesson revenue.”*

—Gregory J. Prudham, PGA, Warner Springs Ranch, Warner Springs, CA

*“I am in the business of keeping people happy. The more I can travel with my members or send them to see new, fantastic facilities, the more they respect me and my association with the PGA of America.”*

—Chris Bona, PGA, Bull Valley GC, Woodstock, IL

*“Without a doubt, you develop a much more personal relationship with your members during golf travel. This will give members the opportunity to share their thoughts with you. These thoughts may include their feelings on how you run your golf operation, the condition of your course or any other problem they want to open up about. This input can help you improve your member service in the future... This type of a relationship is priceless when it comes to job security.”*

—Jock Olson, PGA, Interlachen CC, Edina, MN

*“On a recent trip to Scotland with a group of 24, I learned that my mother had cancer and was to undergo surgery, coincidentally on the day I was to play Carnoustie. One of my members, who happened to be a surgeon, took the time to comfort me and assure me that there was nothing I could do by leaving the trip and returning home. Had this happened anywhere else, I am not sure that I could have received the support I got from a man that, prior to this trip, I knew only as Dr. Boulet.”*

—Matthew Barnes, PGA, Georgia Veterans GC, Cordele, GA

*“Your members become much more loyal to you and the club. I’ve always ended up giving the people I travel with more lessons and selling them more equipment and merchandise.”*

—Christopher M. Foley, PGA, Madden’s on Gull Lake, Brainerd, MN

*“I am 34 years old, and many of my members are older. Sometimes it is hard to bridge that generation gap when you’re only dealing with them on a lesson or from across the counter. Taking a seven-day trip to Ireland with nine of my members and my two assistants enhances our relationship with all of the members. It really brings the relationship to a whole new level. You find out about their families, their occupations, what makes them tick, and it allows you to better serve their needs when you get back to the club... I know it had everything to do with my promotion from Head Pro to Head Pro/General Manager.”*

—Ian Dalzell, PGA, Hidden Creek GC, Egg Harbor Township, NJ

*“As a result of traveling with one particular member on numerous occasions, I was asked to become a board member of a charity that he is heavily involved in. Our relationship developed further and our club wound up hosting their annual charity golf outing. We win in that we generate additional revenue and goodwill, and the member wins by making the charity more money as a result of his relationship with me.”*

—Jim Smith Jr., PGA, Talamore at Oak Terrace, Ambler, PA

*“Becoming a travel expert at my club has helped me build member trust and leadership skills, increase sales for our shop and lets my employer know that I care about the membership.”*

—Roger Teel, PGA, Green River GC, Corona, CA

*“A greater mutual respect emerges every time I travel with members. The work, organization, playing ability and resulting fun for everyone have given our members a different view of who I am personally and professionally.”*

—Kirk Hanefeld, PGA, The International GC, Bolton, MA

*“I use travel with my members whenever possible as a way to build relationships, which ultimately leads to more lessons and golf shop purchases.”*

—Mitch Merrill, PGA, Sioux City GC, Sioux City, IA

*“People see that you are not just a pro who takes care of things at the club, but you are a fun person to be around when you are not at the club.”*

–Steve Demmer, PGA, The Kittansett Club, Marion, MA

*“It’s all about building a lifetime relationship. When you travel with members it’s quality one-on-one time away from your own golf course. This past year, we’ve gone to Ireland, Puerto Rico, Jamaica and Pinehurst.”*

–Don Beatty, PGA, Garden City CC, Garden City, NY

*“Another benefit of escorting group golf trips is that you can see how courses in other markets are operated. I can always learn something and bring it back to my club. I’ve taken anywhere from four to 16 members recently to Cabo San Lucas, Puerto Vallarta, Hawaii, Bandon Dunes, Las Vegas, San Francisco and Pebble Beach. “*

–Todd Yoshitake, PGA, Riviera CC, Los Angeles, CA

*“I truly believe members want to be around their PGA Professionals, have dinner with them, play golf with them, get to know their spouses, etc... I think overall, the PGA golf pro is respected just a bit more after one of these **successful** trips.*

–Bob Young, PGA, Elkhorn CC, Stockton, CA

*“I hold an annual event– including team shirts, goodie bags and a pre-event party – at The Greenbrier in White Sulphur Springs, WV. It gives my members an opportunity to get away, sometimes with their families, and to get to know each other on a different level.”*

–John Lyberger, PGA, Congressional CC, Bethesda, MD

## **Where to go:**

*“My guests want to play nice courses, eat good dinners, go to fun nightclubs and see the latest shows. By itself, Las Vegas is a self-written ticket for a great time. But I pre-arrange everything because if the trip’s organized, it will be a great time, guaranteed. Being organized is the key.”*

–Jeff Lefevre, PGA, Linwood CC, Linwood, NJ

*“Caddies exemplify the Caribbean’s excellent service, with duties often extending beyond the norm. Ours can explain what every plant on the course can be used for, other than its strategic use on the course. The caddies also are historians and tell golfers the property’s history.”*

–Gary Slatter, PGA, Cinnamon Hill, Rose Hall, Jamaica

*“It begins when we greet your group members by name. Our on-site service professionals, all-inclusive unlimited golf packages, richly appointed suites and spa, exotic beaches and pools, tropical cuisine and bustling casino and nightlife create a genuine Caribbean experience emphasizing remarkable service.”*

–David Wood, PGA, Westin Rio Mar Beach Resort and GC, Puerto Rico



*“We cater to repeat customers, even if they’re not necessarily returning to play golf. We have a tremendous number of skiers who golf all year long. The beauty of our area is that you can ski and play 18 holes all in the same day.”*

–Michael Jory, PGA, D’Andrea, Sparks, NV

*“Golfthehighsierra.com has its own agency that books groups of any size for lodging, golf and entertainment. Consumers and group leaders make one convenient phone call and the operator can help make all of the reservations.”*

–Doug Flynn, PGA, Whitehawk Golf Ranch, Clio, CA

*“Our maintenance crew does all the talking here at Paiute. We separate ourselves from other courses by simply providing 54 holes in the best conditions 365 days a year. Guaranteeing great course conditions really allows our guests to experience the best in Las Vegas.”*

–Byron Cone, PGA, Las Vegas Paiute Golf Resort, Las Vegas, NV

*“Like hundreds of my fellow PGA Members, I recently traveled to Rose Hall, Jamaica, and discovered a must-visit enclave of four world-class resorts and golf courses that truly cater to PGA Professionals, our traveling golf members and our non-golfing guests. The people there are fabulously friendly, the facilities are first rate and there is a golf course for everyone. My club members are going to love the convenience of multiple resorts, the extra level of service such as informative, helpful caddies, and the authentic Caribbean atmosphere. PGA Members will appreciate the preferential treatment and generous incentives. The Rose Hall Golf Association has my highest recommendation.”*

–Jeff Paton, PGA, Golf Club of Georgia, Atlanta, GA

*“This ocean paradise – Rose Hall, Jamaica – is easy to get to and provides visitors with the best in golf, food and a relaxing first class atmosphere. I would put White Witch in the top 10 of courses that I’ve ever played.”*

–Jock Olson, PGA, Interlachen CC, Edina, MN

*“The Rose Hall Golf Association courses were awesome and each one had its own flavor.”*

–Ted O’Rourke, PGA, Morris County GC, Newark, NJ

*“Half Moon is one of my favorite places on Earth. It’s European, very elegant, and the best value for any classic resort.”*

–Bill Johnstone, PGA, Atlanta CC, Atlanta, GA

*“The Paradisus Playa Conchal is like no other place on earth. Initially, our group was excited about the heralded eco-golf experience, but quickly developed an affection for the off-course adventures. Three months have passed and we still can’t stop talking about the canopy tours, the water sports, the horseback riding, and the all-terrain safaris at sunset. I would go back on a minute’s notice.”*

–Michael Harrigan, PGA, Medinah CC, Chicago, IL

*“Garra de Leon is a pure eco-golf experience. The greatest challenge is remaining focused on the golf ball amid exotic wildlife, colorful flora and fauna, and deep-blue pacific views. Calm excitement best describes our pace of play. While savoring the experience, players usually can’t wait to see the natural wonders coming up on the next hole.”*

—Philip Krick Jr., PGA, Paradisus Playa Conchal, Guanacaste, Costa Rica

*“The five courses at Kiawah collectively provide an incredible and diverse golf experience. What a great place for PGA Professionals to bring groups of their members for a trip.”*

—Roger Warren, PGA, Kiawah Island Golf Resort, Kiawah Island, SC

## International Travel:

### *Learning How To Make It Work*

By Scott Kramer

When it comes to new golf experiences, it takes a lot to wow PGA Professional Tim O'Neal, veteran director of golf at North Shore Country Club in Glenview, Ill. But he was raving recently about a two-week New Zealand trip he took with seven of his members.

"It was one of the most amazing golf vacations ever," says O'Neal. "What a great, untapped place to play golf."

Such is the new status of international golf. There has never been a better time for PGA Professionals to take groups of members on trips abroad – and not just to Scotland and Ireland. Like New Zealand, many countries are establishing themselves as fantastic golf destinations.

Those in attendance at the GOLF 20/20 conference last November, heard the impressive facts and figures of golf around the world, provided by Colin Hegarty, founder and president of Consultancy Golf Research Group, an international publisher of authoritative reports on the golf industry.

North America remains the undisputed center of golf, with 18,570 of the world's 32,078 golf courses (or 58 percent). But, according to Hegarty, the rate of course construction in the rest of the world is outpacing North America's anticipated 3 percent growth. The number of courses is expected to increase by 10 percent in Europe (from the current 6,263), 9 percent in South America (from 484), 8 percent in Asia (from 3,985), 7 percent in the Caribbean (from 116), and 5 percent in Africa (from 670).

As a result of all this activity, there is likely to be a boost in international golf travel to places you wouldn't normally associate with golf, places like France, Germany, Sweden, China and Malaysia. With the value of the Euro dropping and the dollar strengthening, your travel budget can take you further this year than it did last year. And because many of these places, while solid destinations, are new to hosting golf trips, they offer superior value compared to some established international golf destinations – and that means attractive incentives for tour organizers as well as savings for your members.

#### **China Is Emerging as a Desired Location**

A previously untapped golf travel market, China could very well be the next hot luxury golf destination. China is home to 200-plus courses (with 100 more under construction), including layouts designed by Jack Nicklaus, Arnold Palmer, Greg Norman, Pete Dye and Robert Trent Jones, Jr. Course experiences range from private clubs to upscale resorts. In 2005, courses in China hosted five PGA European Tour events. And *Golf Digest's* "100 Best Courses Outside the United States" includes five Chinese courses.

For all these reasons and more, DynastyGolf, a San Francisco-area tour operator, is promoting China as a solid golf destination. Courses frequented by DynastyGolf's tours include the Spring City Golf and Lake Resort in the Yunnan Province in southeastern China, which boasts two of China's best courses (one designed by Nicklaus, the other by Jones,

Jr.); Yalong Bay Golf Club (also a Jones, Jr., layout), Sun Valley Golf Club, Ocean Bay Golf Club, Kangle Garden and Spa Golf Club, Boao Country Club, BFA International Convention and Golf Club (a Graham Marsh design), and a host of others. One, Shanghai Silport Golf Club, is China's only course to host the Volvo China Open for six consecutive years. Another, the Jinmen Course, is 7,461 yards long from the tips.

## Top Ten Reasons to Use a Golf Travel Expert

If you are thinking of taking a group overseas, you might want to consider teaming up with a golf travel expert. Industry leaders include Premier Golf, Perry Golf, Haversham & Baker, DynastyGolf, or Jerry Quinlan's Celtic Golf.

### 1. Golf travel experts sweat the details so PGA

**Professionals do not have to** arrange everything on their own. Travel can be fun, but planning every detail for a group – especially if you are busy – can be tiresome and sometimes painful.

### 2. PGA Professionals should be able to create an entirely new income stream

by partnering with outside travel experts. Even if you are new to the world of travel, with the right partner you can provide travel expertise as an incremental service to your members and customers.

### 3. Experts understand that PGA Professionals are influential and can be great partners.

That means you get excellent incentives in addition to the opportunity to earn incremental income – often without additional cost to the members. It can be a great win-win-win situation.

### 4. Experts know the local market - where to stay and where to play.

The best have visited the hotels and the golf courses and know the management. They also know the answers to the FAQs: How do I get my group onto The Old Course? Will private clubs accept outside play? What are the hidden gems and the must-plays? What courses are under construction, closed for member play or not being maintained well? Can women play at Royal Troon, and, if so, are they welcome in the clubhouse?

### 5. Experts know the transportation and ground

**logistics.** They can arrange local drivers, find caddies and recommend restaurants. This knowledge can be invaluable, because as the group size increases, so do the logistical challenges. They also know what itineraries can work and which simply will not. Can we play 36 holes a day if we want to play Ballybunion and Waterville on the same day – how about if the sun goes down at 9 pm? Can we play Turnberry on Tuesday afternoon and still make dinner at

Gleneagles at 8 pm?

### 6. Experts know the passport or visa requirements,

and should be able to answer questions about foreign exchange, baggage limits, and driver's licenses.

### 7. The best can and will help PGA Professionals in the marketing process,

and because of their experience, they already know what works and what doesn't. Representatives will visit your facility to make a presentation to the members, provide brochures, be available by phone for questions or create custom websites for your group only. And as baby boomers age and women members and customers become more important to facilities, international golf travel will continue to change. Itineraries are already featuring far fewer days of 36 holes and a stop at the local pub. On your next trip, choosing the right restaurants, shopping detours, sightseeing, spas, beaches and museums may be as important as choosing the right courses. Golf is becoming just one component of a much bigger trip. And when spouses are happy, the golfers are usually happy as well. The best travel experts understand these trends and are already addressing them.

### 8. Wholesalers can often deliver greater value because of their buying power.

They have hotel partners and work with golf courses, airlines and drivers regularly. If something goes wrong, the wholesaler can pursue solutions, either getting it corrected while the trip is still going on, or soon after everyone returns.

### 9. PGA Professionals benefit from being a member of the traveling group

rather than the escort, bag handler, driver or travel agent. You can spend more time building better relationships with your traveling companions if you let someone handle the details during the trip, as well as before it begins.

### 10. If you can't accompany your members, you can still provide an important service

by recommending travel experts to organize the trip. That way, you still profit financially without being directly responsible for the outcome. Like everyone else, members and customers are busy, and they may welcome the opportunity to pay a little extra for a great service.

"I was surprised to find terrific golf, five-star accommodations and excellent caddies at every facility," says Mike Mazzaferri, president of the Northern California PGA Section and PGA general manager at Hidden Valley Country Club in Reno, Nev. Mazzaferri says his group was pampered from arrival through departure, and the Chinese made them feel very

welcome. The “program has been meticulously put together to offer a once in a lifetime golf opportunity,” says Mazzaferri.

David Balbi, the 1999 Northern California PGA Teacher of the Year and owner of Balbi Golf in San Carlos, Calif., also toured China in 2004. “What surprised me most was the quality of everything, including the courses, the accommodations, the food and the caddies,” says Balbi. “Everything was really first rate. They were even great at helping people with special dietary needs. It was really a fantastic experience. I’ve been all over the world on golf vacations and this was by far the best. I will certainly go back.”

A guide is always at your side to help with translations, point out areas of interest and answer any questions that might arise. All hotels are equipped and staffed to accommodate Western guests. Food runs the gamut: Treat yourself to the local cuisine, experience some of China’s finest dining, or have a burger and fries delivered to your room.

### **Greater Overseas Exposure**

Further raising Americans’ interest in playing golf abroad is the increasingly international flavor of the PGA Tour. Retief Goosen, Ernie Els, Michael Campbell and Vijay Singh have become household names on the U.S. golf scene. The Golf Channel has also done a remarkable job broadcasting European Tour events from Europe, China and Asia, as well as a weekly recap show of the international golf scene. Not only are Americans exposed to the players overseas, but they also get to see many of the venues hole-by-hole – helping build awareness and excitement about golf at those destinations.

Case in point: The booming popularity of the past few Ryder Cup events has generated so much interest that tour operators have organized incredibly successful tours for the years it is held in Europe. The 36th Ryder Cup, to be played Sept. 22–24 at The K Club in Straffan, County Kildare, Ireland, is a huge 2006 destination for American golfers. And Duluth, Ga.-based tour operator Premier Golf is cashing in on the craze, offering incredible trips.

“We get a lot of people on our trips because of the exposure that the Ryder Cup has brought to Ireland,” says Premier President Jim Ward, who adds that a “very significant percentage of those customers are buying packages to play golf there, as well – much more than ever before.”

Ward says that as exciting as it is to watch the Ryder Cup on TV, “you still don’t truly appreciate it until you’re there and feel the wind come in off the water into your face. The telecast is good news for us – I guarantee that later this year when people see the Ryder Cup on TV, they’ll give us a call to plan their next trip.”

PGA Professionals who put together a group of seven plus themselves for a trip to the Ryder Cup, will travel free with Premier. Or, if they refer anyone to Premier, they can get four percent of the retail price placed into their Golf Retirement Plus account.

“This year’s Ryder Cup packages are selling quite well, and travel to Ireland is coming back nicely,” says Ward. “We went through stretches with the economy where the Euro was bad, but the dollar is getting stronger in a hurry, especially over the last three months of 2005. The most in-demand Irish courses for 2006 are in the Southwest, where Ballybunion, Waterville, Old Head Golf Links are some of the more popular courses.”

Premier is offering both pre- and post-Ryder Cup golf packages that range from five to 14 nights. Several of the packages are sold out, and some of those that are still open include a few nights on the Seaborn Pride luxury cruise, which will double as a floating hotel for Premier customers in Dublin during the Ryder Cup. The cruise accommodates 208 people.

## Strong Pre-Bookings for 2006

Haversham & Baker Golfing Expeditions, a Cincinnati-based tour operator that takes groups of golfers to more conventional overseas destinations like Scotland and Ireland, had a relatively stable year in 2005. The weak dollar hurt budget properties and budget travelers, who appear to have postponed their overseas trips waiting for the dollar to recover. Others merely altered their plans, reducing their costs by shortening their stays and using less costly hotels.

“With 2006, this is the strongest pre-booking we’ve ever had by a substantial margin,” says Sam Baker, chief executive officer of Haversham & Baker. He says the stronger dollar is one factor. “Secondly, the farther we get away from 9/11, the more pent-up demand we see. We’re seeing groups that have last traveled in 2000 who are now planning trips; and a lot of PGA Professionals are seeing that at their clubs, as well.”

Expecting 2006 to be very strong, Baker encourages golfers who are considering trips to begin finalizing their plans. His agency, too, has jumped on the Ryder Cup bandwagon. “We’re offering a nine-day package to PGA Professionals, getting them a free package if they bring seven members. It includes a competition, too.”

Baker says that it will be a good year all around for international travel, not only to places like Scotland and Ireland, but also to new “hot destinations” such as Wales. “Wales has begun promoting its rugged and attractive links golf courses,” he says. “We’ve got several groups already booked there for 2006, and we’re expecting it to get more popular as it gets better known.”

PerryGolf began operating tours to Australia, New Zealand and South Africa this past September, and encourages PGA Professionals to gather groups for those locales. “The profile for those places has risen considerably in the last five years, as more American course architects are doing work there,” says Gordon Dagleish, owner of PerryGolf. “Aging baby boomers are looking for golf and lifestyle travel, and they have the money and time to take these once-in-a-lifetime trips. While the British Isles is for hard-core golfers, South Africa is more of a golf/wine/safari destination where you’ll typically play four or five rounds in a 12-day trip, do several wine trips and take a safari. It’s a different buy that’s more for couples seeking experiences.” ❖

# Eleven Painless Ways to Market Travel to Your Members

by Andrew Wood

**A**s a PGA Professional, you are in a unique position to influence your members about a wide range of products and services, including travel. Be pro-active, don't wait for a chance conversation about travel plans before providing members with the benefit of your knowledge and experience. People love first-hand information, and they love to get referrals from others. In fact, it's how the majority of travel destinations are picked.

Here are a few suggestions to showcase your knowledge:

- 1. Add a travel page to your club's website.** This is a low-key approach to inform your members about the various opportunities that are available. Give it a personal touch by commenting on your favorite destinations or golf holes. Give tips on how to play a blind hole, or just recount a success or disaster of your own at the Road Hole!
- 2. Add snapshots of your trips to your web page.** A picture CAN be worth a thousand words, especially if it's a magnificent course in Scotland or a sunny Caribbean destination to consider during a long Michigan winter. Most club websites are woefully short of content, so make yours the exception. (We provide travel content for our partners through our Marketing Commander product. Simply select the destinations you would like to feature and the content will automatically upload to your site. It can be included in your club's E-newsletter as well).
- 3. Create a blog where you post your thoughts while you are on the road.** With today's technology, you can give the folks back home a daily update. You might also add some playing tips, like how to play in the wind or what a pro packs when traveling.
- 4. Include your recommendations in your club's print newsletter.** If, for example, you are at a northern club, December would be a great time to suggest places to play in the sun during the winter.

For example:

*"For anyone looking for some great winter golf, I would highly recommend Half Moon Bay. The hotel is great and the course magnificent. You can check them out on the web yourself at [WWW.RoseHallGolf.com](http://WWW.RoseHallGolf.com)"*

Use your club's newsletter also to feature pictures and stories from members about successful trips. This approach will not only boost demand for future trips, but it will make the members mentioned and pictured feel special.

- 5. Consider sending your members an occasional travel letter.** There are few, if any, more effective ways of getting a positive response than from a well written letter. For example:

*Dear Member:*

*A lot of folks ask me where to play this time of year, so I decided to jot down a few of my favorite places in the hope that you might enjoy them as much as I did...*

Always direct them in the letter to a specific website where they can find more information.

While many professionals feel this is a little pushy, I assure you that members want the benefit of your knowledge and experience and will be more than happy to give your recommendations a try.

- 6. Organize a talk with your members about a recent trip you made and present a slide show on various holes, courses and activities.** Members are sure to enjoy your personal anecdotes, and to make the presentation even more enjoyable, you might want to conduct it in conjunction with a wine and cheese night. (Save the wine for after your talk!)
- 7. Send your members golf travel e-mails.** For members on the go, a one page e-newsletter with links to the various destinations you recommend is another excellent way to reach them. Put yourself on a schedule to contact your members in this way at least four times a year – prior to each season.
- 8. Post pictures or brochures of your favorite destinations on your club's bulletin board.** This is simple but effective! You might also include a small counter display with take-away brochures or a destination poster located right by the coffee pot in your golf shop.
- 9. Run DVDs from your favorite resorts on your pro shop TV.** Rotate the DVDs on a weekly basis so there is always something new playing in the shop. You could even stream some of the DVDs from your website. This brings a great deal more action and excitement to your website.
- 10. Try theme events such as Jamaica Night or Hawaii Night.** This is an excellent opportunity to tie-in DVDs, posters and promotional materials from resorts and destinations.

You can take this same idea into the pro shop when creating your displays. For example, place Tommy Bahama or Hawaiian-style clothing with posters of sunny destinations while playing resort DVDs on a small TV nearby. This creates a much more interesting display and will help promote the travel as well as the apparel.

- 11. Wear logoed gear from your favorite clubs to invite conversation.** You can even bring the club to a member's attention by pointing at the logo as you say, "Mr. Smith, you travel a lot, but have you ever played here at Innisbrook? It's really a great track with a lot of elevation. In fact many PGA Tour players consider it the best place the Tour plays in Florida!"

By using a combination of these ideas, you will not only enhance your status as an expert, but you will add to your member's enjoyment of the game – and perhaps even make a few extra dollars as well. ♦

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National **Leisure** Travel MONITOR<sup>SM</sup>

In Cooperation with



NATIONAL LEISURE TRAVEL MONITOR  
SUBSET ANALYSIS:  
Leisure Travelers Who Find  
Playing Golf Desirable Versus Those Who  
Find Playing Golf Undesirable

Prepared by:

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# Executive Summary

## Subset Definition:

Approximately one in ten (14%) active leisure travelers finds playing golf on vacation “very/extremely desirable.” In this report, we compare and contrast the attitudes and behavior of this group with those of leisure travelers who do not find playing golf on vacation desirable.

The following pages are excerpted from the National Leisure Travel Monitor Subset Analysis. For a complete copy of the Subset Analysis, please contact your *PGA Magazine* Sales Manager.

## Demography:

The majority of leisure travelers who find playing golf on vacation desirable are white, married males with an annual household income of \$50,000 or more. Moreover, the majority have at least one to three years of college education. Nearly four in ten are Boomers working in white-collar professional occupations and living in the Southern U.S. census region. When compared to their counterparts who do not find playing golf on vacation desirable, these travelers are more likely to be **white males with an annual household income of at least \$50,000**. They are less likely to have just four years of high school or an annual household income of less than \$30,000 (pp. 3–5).

## Social Climate:

**Leisure travelers who find playing golf on vacation desirable feel autonomous and empowered:** eight in ten have a great deal of confidence in their own abilities (p. 7).

Nearly nine in ten also agree it is important to feel in charge of each and every part of their life, a significantly higher proportion than for those who do not find playing golf on vacation desirable (p. 6). As consumers, nearly nine in ten feel more knowledgeable and powerful today about what they buy than ever before, also a significantly higher proportion than for those who are not interested in playing golf (p. 36). They are less likely to agree that “it is more convenient to shop at smaller stores” or that “larger stores are more overwhelming than smaller ones because they offer more items from which to choose” (p. 37). They also seem to be less dependent on conventional marketing to learn about products and services as they feel empowered by technology. Nearly three quarters – a significantly higher proportion than for those who are not interested in playing golf on vacation – agree that the single most important change the Internet has created is giving them a greater sense of control as consumers (as opposed to marketers having all the control) (p. 45). These travelers are also less likely to “hate all the effort involved in getting information” (p. 41). Moreover, they are less likely to believe “our society has become too dependent on technology and does not know how to function without it” (p. 42).

**Leisure travelers who find playing golf on vacation desirable are techno-savvy.** Nearly nine in ten have a personal computer at home, and nearly six in ten believe it is an essential part of their home life (p. 43). Three-quarters currently use the Internet, and more than one-half has a high-speed Internet connection (p. 44). However, these proportions are not significantly different from those observed among their counterparts. **When online, leisure travelers who find playing golf on vacation desirable are more likely than their**

**counterparts to purchase airline tickets and access sports scores or information.** And their radio listening habits are less likely to be affected by the time they spend online (p. 46).

**When it comes to their impressions of contemporary marketing, leisure travelers who find playing golf on vacation desirable express confusion and disenchantment.** More than six in ten agree that “the quality of products made by the very big companies has been slipping,” and “the giant companies have gotten too big to give reliable service to their customers.” More than nine in ten feel that the prices they pay now for goods and services entitle them to the highest level of customer service – a significantly higher proportion than for those who are not interested in playing golf on vacation (p. 34).

Perhaps not surprisingly, leisure travelers who find playing golf on vacation desirable **seem to be stressed out.** Eight in ten agree “there seem to be more things to worry about today than there were just a few years ago.” Nearly eight in ten are “looking for ways of simplifying their life” (p. 28). Consuming too many high calories is a health concern for two out of ten of these travelers, although to a lesser extent than for their counterparts (p. 30). **These travelers are more likely than their counterparts to exercise as a way to relieve stress**, but less likely to take prescribed drugs or have destressing treatments such as massage, aromatherapy or body wraps (p. 29). They are also less likely to relax by sleeping or taking a nap (p. 12).

**When it comes to fun and enjoyment, leisure travelers who find playing golf desirable on vacation are more likely than their counterparts to spend time with friends and family** – nearly nine in ten say so. They are also more likely to play sports (p. 13). When it comes to music, they are more likely to listen to classic rock and jazz, but less likely to listen to new age/spiritual music (p. 14).

Approximately six out of ten leisure travelers who find playing golf on vacation desirable love the idea of travel and would travel whenever they have the opportunity (p. 11). **When considering vacation alternatives, more than eight in ten find spending time with family extremely important – a significantly higher proportion than for their disinterested counterparts. These travelers are also more likely to find “spending time with friends,” “playing golf,” “tennis,” “skiing” or other sports, “spending time with kids” and “heading to a warm-weather climate” very/extremely important.** Approximately seven in ten leisure travelers who find playing golf on vacation desirable prefer going to places where they “get a sense of participation” over entertainment, and two-thirds prefer “spending their money on enriching experiences” more than spending their money on “buying stuff” (p. 15). It seems leisure travelers who find playing golf on vacation desirable are less daring than their counterparts, however: approximately one-quarter likes to “imagine themselves doing something they know they would not dare do” compared to nearly four out of ten of their counterparts – a significant difference (p. 25).

**Leisure travelers who find playing golf on vacation desirable are very traditional and maintain high moral standards.** They are more likely than their counterparts to find “having a family life,” “having a clean, moral life” and “doing things for others” very important aspects of life (p. 17). More than eight in ten would like to see parental responsibility return to more traditional standards (p. 9), and nearly nine in ten associate having a good marriage with success and accomplishment (p. 23). Moreover, they are less likely than their counterparts to suggest someone is “sophisticated or knowledgeable” if they have the confidence to defy convention (p. 21).

**Leisure travelers who find playing golf on vacation desirable are more likely than their counterparts to watch television on weekdays and weekends** – almost all of them do so (p. 98). Nine in ten listen to the radio on weekdays, and approximately threequarters listen

to the radio on weekends (p. 99). Approximately one-half reads or looks through a newspaper on a daily basis (p. 103). Eight in ten subscribe to magazines (p. 104). Approximately eight in ten subscribe to cable television (p. 100). Among the latter, six in ten currently watch *The Discovery Channel*, and more than one-half watches the *History Channel*. **Compared to their counterparts, leisure travelers who find playing golf on vacation desirable are more likely to watch ESPN, ESPN2 and, not surprisingly, The Golf Channel.** They are less likely to watch *HBO, HBO Family, BET, BET Jazz, ROM* or *CNN-En Español* (pp. 101–102).

## Travel Trends:

**On average, leisure travelers who find playing golf on vacation desirable took four leisure trips during the last twelve months – a significantly higher number than taken by their counterparts** (p. 48). Nearly seven in ten of these trips were **weekend trips** – a significantly higher proportion than noted among their counterparts (p.49). They planned these weekend trips approximately four weeks in advance – a significantly shorter amount of time than noted for their counterparts (p. 55). Approximately one in six of their trips was a weekday trip. Nearly one in seven of the trips was an extended trip – a significantly lower proportion than noted among their counterparts (p. 49).

Nearly one-half of leisure travelers who find playing golf on vacation desirable has taken a leisure trip primarily to visit friends or family. Approximately four in ten have taken a naturalistic trip. Of the naturalistic trips taken, **four in ten have visited a beach or lake – a significantly higher proportion than noted among their counterparts.** As expected, **these travelers are also more likely to have taken a trip primarily to play golf or see a sporting event.** They are less likely to have taken a trip with the primary objective of staying at an all inclusive resort (p. 50).

Similar to their counterparts, the majority of leisure travelers who find playing golf on vacation desirable have traveled with their spouse or another adult without children (p. 51). The majority are also planning to travel without children on future leisure trips (p. 52).

**Leisure travelers who find playing golf on vacation desirable are more likely than their counterparts to be planning to take one or more leisure trips during the next twelve months** – almost all are planning to do so (p. 53). Approximately one-third of these travelers mentions they are planning to take fewer leisure trips during the next twelve months than they did during the last twelve months because they are “unable to get away from their job or work.” They are less likely than their counterparts, however, to mention they are planning to take fewer leisure trips because they “believe it is not safe to fly” (p 54).

The majority of leisure travelers who find playing golf on vacation desirable stayed at a hotel or motel on leisure trips taken during the past twelve months. They are particularly interested in traditional, moderately priced, chain hotels/motels that have less than 300 guest rooms and offer full-service (including a restaurant). **Compared to their counterparts, these travelers are more likely to prefer staying in luxury accommodations that have 300 or more guest rooms. It is important to note, however, these travelers spend a higher share of their trips with friends or relatives** (p. 58).

When selecting a hotel or resort, nearly nine in ten leisure travelers who find playing golf on vacation desirable are highly influenced by the “value for the price” and the “location of the hotel.” At least eight in ten are also influenced by the “reputation of the hotel or resort” and their “previous experience with the hotel.” **Compared to their counterparts who are not interested, these travelers are more likely to be influenced by the “reputation of the hotel or resort,” the “hotel’s premium quality bedding and linen” and the “likelihood of**

**being upgraded to a better room”** (p. 59). **Moreover, they are more likely to agree that “a well-known brand name is important to them when selecting a hotel, resort or motel accommodations”** (p. 60). Their three preferred hotel or motel brands include Holiday Inn, Marriott and Hilton. **They are more likely than their counterparts to prefer staying at Sheraton**, but less likely to prefer Best Western, Red Roof Inn, Howard Johnson, Casino hotels or Econo Lodge (p. 62).

**Six in ten leisure travelers who find playing golf on vacation desirable are interested in staying at a condominium resort during the next two years – a significantly higher proportion than noted among their counterparts** (p. 87). They are also more likely to be familiar with the concept of timesharing (p. 88). Approximately one in ten currently owns a timeshare or vacation time (p. 88) or is interested in purchasing vacation time during the next two years (p. 90).

**More than eight in ten leisure travelers who find playing golf on vacation desirable drove their personal automobile to a vacation destination during the past twelve months – a significantly higher proportion than noted among their counterparts.** Nearly one-half traveled by a commercial airline, and less than one in six rented a car (p. 61). Their three preferred airlines include Delta, American and Southwest. They are less likely than their counterparts to prefer Northwest (p. 63). Their three preferred car rental brands include Hertz, Enterprise and Avis. **They are more likely than their counterparts to prefer Hertz** (p. 64).

Where do leisure travelers who find playing golf on vacation desirable look for travel information, find feedback as to where to travel, and book their trips? Nearly nine in ten have confidence in the recommendations of friends or relatives when considering travel destinations. Nearly one-half has confidence in the information found on a Web site, information in travel guide books or the recommendations of a travel agent (p. 66). On average, approximately three in ten direct mail pieces received by this group at home are opened and read (p. 67). **Approximately one in ten has used the services of a travel agent during the past twelve months – a significantly lower proportion than noted for their counterparts** (p. 69). Among those who flew on a commercial airline and stayed in a hotel during the past 12 months, nearly two in ten used the services of a travel agent – also a significantly lower proportion than noted among their counterparts (p. 69). These travelers are also less likely to use a travel agent during the next twelve months (p. 70). Approximately six in ten have used the Internet to obtain travel information, and nearly one-half has used the Internet to make a reservation during the last twelve months. Among those who have made a travel reservation online, the majority of leisure travelers who find playing golf on vacation desirable have made a hotel or an airline reservation online (p. 76). Among those who have obtained travel information online, the Web sites used most were Travelocity.com, an airline brand Web site and Expedia.com. These travelers are less likely than their counterparts to have used Yahoo Travel or Trip.com (p. 77). Leisure travelers who find playing golf on vacation desirable are interested in a Web site that has “the ability to check the lowest fares or rates,” “easy-to-use booking feature” and “destination maps that illustrate area activities, dining, shops and attractions.” **These travelers are more likely than their counterparts to express interest in a Web site that “allows you to download and print promotional literature and brochures”** (p. 81).

**Leisure travelers who find playing golf on vacation desirable are more likely than their counterparts to have used the Internet as their exclusive source of information to plan their leisure trips, and less likely to have used both a travel agent and the Internet or a travel agent only** (p. 82). The same trend is evident among those travelers who have flown

on an airline and stayed in a hotel or motel on leisure trips taken during the past twelve months (p. 83).

**More than eight in ten leisure travelers who find playing golf on vacation desirable are interested in vacationing in the Western U.S. census region** which includes the following states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. This represents a significantly higher proportion than noted among their counterparts (p. 91). Florida tops the states these travelers are interested in visiting during the next two years, **and they are more likely to be interested in visiting Hawaii, New York and North Carolina** (p. 92). They also express more interest than their counterparts in visiting **the Hawaiian Neighbor Islands, Honolulu, Lake Tahoe, the Florida Gulf Coast, Las Vegas, New York City, Orlando, San Diego, the Outer Banks, Phoenix/Scottsdale, Denver, Palm Springs, St. Petersburg/Clearwater and Panama City** (p. 93).

Nearly nine in ten leisure travelers who find playing golf on vacation desirable are interested in taking an international trip. Approximately six in ten are interested in visiting Europe (p. 94). Among the European countries of interest, Italy tops the list, with nearly one-quarter interested in visiting. Leisure travelers who find playing golf on vacation desirable are less likely than their counterparts to be interested in visiting France (p. 95). **They are more likely to be interested in visiting the Caribbean, and less likely to be interested in visiting the Middle East** (p. 94).

**When asked what they are looking for in a leisure travel experience, leisure travelers who find playing golf on vacation desirable are more likely than their counterparts to find the following attributes desirable:**

- Playing golf
- A beach experience
- An all-inclusive vacation price
- An all-inclusive resort price
- Getting exercise
- Nightlife and entertainment
- A hotel or resort that is on the National Register of Historic Places
- Snorkeling or scuba diving
- Participation in water sports
- A hotel with a formal and elegant atmosphere and décor
- A hotel or resort with a distinctive theme or atmosphere
- Having separate children's and teen programs
- Being able to gamble
- Snow skiing
- A resort that offers a nude recreation experience
- Playing tennis
- Snow boarding (pp. 84–85)

Leisure travelers who find playing golf on vacation desirable are more likely than their counterparts to be interested in taking a **cruise** during the next two years – approximately one-half (p. 96). They are less likely to be interested in gay or lesbian travel offerings (p. 86).

## Methodology

The YPB&R/Yankelovich Partners National Leisure Travel MONITOR<sup>SM</sup> is a strategic marketing tool for the travel and leisure industries. The report synthesizes the most relevant trends in the changing social climate and leisure travel preferences/intentions to serve as a basis for developing a more insightful marketing strategy.

The National Leisure Travel MONITOR travel trend information was obtained using a random digit dialing methodology to identify leisure travelers who say they took a trip of 75 miles or more away from home requiring overnight accommodations in 2004. A total of 1,654 consumers were involved in the study, including an over-sample of consumers (n=553) with annual household incomes over \$75,000. The sample is balanced by statistical weighting to ensure that the data reported are representative of the population of all adult leisure travelers in the United States.

The social climate section of this report is based on social values measured in the Yankelovich MONITOR(r), a syndicated study of changing social values now in its 34th year. The Yankelovich data is based upon written questionnaires completed by 637 leisure travelers who also participated in the phone version of the study.

In this subset report, we analyze the values, travel trends, purchasing behavior, and media habits of leisure travelers who find playing golf extremely/very desirable (14% of leisure travelers). Furthermore, we will examine how the target market's attitudes on key social trends compare to those of leisure travelers who find playing golf not/not at all desirable. For the sake of clarity, the target population will be referred to as leisure travelers who report Playing Golf Is Extremely/Very Desirable and the comparison group will be called leisure travelers who report Playing Golf Is Not/Not At All Desirable.

## TRAVELER PROFILE

**Table 2  
Demographics**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable Profile* % **	Playing Golf Is Extremely/ Very Desirable Profile* % ***
<b>Gender:</b>		
Men	43	66 †
Women	57	34 †
<b>Race:</b>		
White	85	90 †
African-American	6	4
Hispanic	5	3
Other	4	3
<b>Marital Status:</b>		
Married	64	70
Divorced/separated/widowed	20	16
Single	16	14
<b>Age:****</b>		
Echo-Boomers (24 and younger)	10	14
Xers (25-38)	20	22
Boomers (39-57)	40	39
Matures (58 and older)	30	25

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* The percent profile is the proportion of people in the demographic category expressed as a percentage of all respondents in the subset (e.g., 22% of those who report Playing Golf Is Extremely/ Very Desirable are Xers.)

\*\* n=1249

\*\*\* n=236

\*\*\*\* Echo-Boomers=those adult consumers born in 1979 or later.  
Xers=those adult consumers born between 1965 and 1978.  
Boomers=those adult consumers born from 1946 through 1964.  
Matures=those adult consumers born before 1946.

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## TRAVELER PROFILE

**Table 2 (Cont'd)  
Demographics**

Leisure MONITOR 2005

	Playing Golf Is Not/ Not At All Desirable Profile %	Playing Golf Is Extremely/ Very Desirable Profile %
<b>Educational Attainment:</b>		
Less than 4 years of high school	4	3
4 years of high school	24	18 †
1-3 years college	32	33
4 years college	22	23
1 year graduate school or more	18	23
<b>Annual Household Income:</b>		
Less than \$30,000	21	9 †
\$30,000-\$49,999	27	22
\$50,000 or more	52	69 †
\$100,000 or more	13	26 †
<b>Occupational Status:</b>		
White-collar (professional)	38	37
Blue-collar	25	26
White-collar (other than professional)	26	26
Other*	11	11

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* "Other" includes all categories other than those listed and can include students, homemakers, part-time employees, armed forces, etc.

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## TRAVELER PROFILE

**Table 2 (Cont'd)  
Demographics**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable Profile %	Playing Golf Is Extremely/ Very Desirable Profile %
<b>Geographic Origin:*</b>		
South	32	37
Midwest	31	26
West	16	19
Northeast	21	18
<b>A, B, C, D Counties:**</b>		
A	31	34
B	36	35
C	17	15
D	16	16

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* The states have been organized by the U.S. Census' definitions of the regions:

**South:** Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia

**Midwest:** Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

**Northeast:** Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

**West:** Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

\*\* A, B, C, D Counties are defined by ACNielsen as follows:

"A"=All counties belonging, as of the 2000 census, to the 21 largest metropolitan areas based on household counts from the 2000 census. The 21 largest metropolitan areas are:

Atlanta, Boston, Chicago, Cleveland, Dallas-Ft. Worth, Denver, Detroit, Houston, Los Angeles, Miami, Minneapolis-St. Paul, New York, Philadelphia, Phoenix, Pittsburgh, San Diego, San Francisco, Seattle-Tacoma, St. Louis, Tampa-St. Petersburg, Washington D.C.-Baltimore

"B"=All counties not included in A that are in metropolitan areas with more than 85,000 households according to the 2000 census.

"C"=All counties not included in A or B that either have more than 20,000 households or are in metropolitan areas with more than 20,000 households according to the 2000 census.

"D"=All remaining counties.

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## SOCIAL CLIMATE

**Table 3a  
Autonomy**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Agree:*</b>		
It's important to me to feel in charge of each and every part of my life	79	87 †
If I were to build or remodel a house, I would be more concerned about making the house fit the way I live rather than be concerned about the resale value	80	75
Strongly/moderately feel the need to manage my time more efficiently	74	72
Lately I find I'm looking for ways of getting more control over my life	57	60
Strongly/moderately feel the need to know myself better	52	51
In this world, you sometimes have to compromise your principles	44	45
When I go to a restaurant and the particular dish I want is not on the menu, I often ask if it can be specially made for me	14	15

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Top two box scores based on a 4-point scale where 4=strongly agree and 1=strongly disagree.

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## SOCIAL CLIMATE

**Table 5d  
Enjoyment**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %*	Playing Golf Is Extremely/ Very Desirable %*
<b>Activities Most Likely To Do With Your Spare Time For Fun And Enjoyment:</b>		
Spend time with friends and family	78	87 †
Watch television	64	61
Read	71	60
Take a walk	57	56
Go to the movies	54	52
Call friends and family	59	51
Have sex/make love	45	50
Exercise	41	49
Work in the yard	51	49
Attend concerts/live performances	44	47
Cook something special	56	46
Go for a drive	49	41
Play cards	35	40
Play board games	30	38
Rent a video	40	37
Shop/go to a mall	38	37
Play sports	16	36 †
Visit a museum	38	28
Go online	30	27
Work with a computer	32	27
Play video or computer games	19	21
Write to friends and family	23	17
Play a musical instrument	11	15
Collect memorabilia (plates, figurines)	16	15
Work on the car	11	14
Go antiquing	17	12
Collect things like stamps/coins/cards	10	11
Photography	16	11
None of these	0	2

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Does not equal 100% due to multiple responses.

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## SOCIAL CLIMATE

**Table 6  
Experientialism**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Agree:*</b>		
I prefer to go to places that are more than just entertainment, where I can also get a sense of participating	68	70
Even though there are many things I would like to own, I prefer spending my money on experiences that will enrich my life like travel, vacations, theatre, good restaurants, etc.	64	69
<b>Things That Are Extremely Important To Me When Considering Vacation Alternatives:**</b>		
Spend time with family	65	81 †
Spend time with friends	49	71 †
Play golf, tennis, ski, or do other sports	15	62 †
Spend time with the kids	36	52 †
Head for a warm-weather climate	38	52 †
Relax and do nothing	50	51
Reconnect and spend time with my spouse	40	50
Experience new and different places and things to do	60	50
Visit old friends out of town	38	36
Fulfill my sense for adventure	37	34
Learn something new	40	33
Be pampered and have everything taken care of	21	17
Celebrate holidays	23	15
Catch up with things to do at home	21	14
Have some time away from the kids	10	11
None of these	1	2

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Top two box scores based on a 4-point scale where 4=strongly agree and 1=strongly disagree.

\*\* Does not equal 100% due to multiple responses.

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## SOCIAL CLIMATE

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**Table 12d  
Stress**

Leisure MONITOR 2005

	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Agree:*</b>		
I am grateful for any product or brand that makes it easier for me to get several things done at the same time	85	91
No matter how hard I try, I never seem to have enough time to do all the things I need to do	70	64
It seems that I'm always doing more than one thing at a time	74	62
These days I have less and less time for myself	52	49

† Denotes statistically significant differences between the subsets of interest at 95% confidence.  
\* Top two box scores based on a 4-point scale where 4=strongly agree and 1=strongly disagree.

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## SOCIAL CLIMATE

**Table 13b  
Consumer Confusion And Disenchantment**

Leisure MONITOR 2005

	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Agree:*</b>		
The quality of products made by the very big companies has been slipping	60	63
The giant companies have gotten too big to give reliable service to their customers	54	51
Even well-known, long-established companies cannot be trusted to make safe, durable products without the government setting industry standards	56	46
<b>Agree:*</b>		
I feel that the prices I pay now for goods and services entitle me to the highest level of customer service	83	93 †
I would be willing to pay as much as 10% more for some of the things I buy if I were guaranteed better service	36	34
I would be willing to pay as much as 20% more for a product or service that was customized to my specifications	26	25

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Top two box scores based on a 4-point scale where 4=strongly agree and 1=strongly disagree.

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## SOCIAL CLIMATE

**Table 14c  
Consumer Empowerment**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Frequently/Occasionally Use Third-Party, Objective Sources Of Information Like Book Or Movie Reviews, Restaurant Guides, Or Magazines Like <i>Consumer Reports</i> When Making Decisions On:*</b>		
Locations to visit on vacation	71	71
Restaurants to visit	69	70
Movies to see in a theater	56	52
Books to read	53	42
Movies to rent and watch at home	50	40
Music to buy	35	17 †

† Denotes statistically significant differences between the subsets of interest at 95% confidence.  
\* Top two box scores based on a 4-point scale where 4=frequently and 1=never.

## SOCIAL CLIMATE

**Table 15b  
Strategic Control**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Agree:*</b>		
Sometimes I wish I could get rid of some of my day-to-day responsibilities and obligations and have a quieter, simpler life even if it meant giving up some of the things I have now	47	48
Sometimes I hate all the effort involved in getting information	60	46 †

† Denotes statistically significant differences between the subsets of interest at 95% confidence.  
\* Top two box scores based on a 4-point scale where 4=strongly agree and 1=strongly disagree.

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## SOCIAL CLIMATE

**Table 16c  
Technology**

Leisure MONITOR 2005

	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Technology Usage:</b>		
Currently use the Internet or any commercial online computer service	73	75
Use a high-speed Internet connection*	53	54
<b>Hours Spent Online In A Typical Month:*</b>		
1-5	24	25
6-10	18	12
11-15	8	12
16 or more	50	51
Mean	30.3	22.4
<b>Frequency Of Going Online:*</b>		
About once a day or more often	68	69
At least once per month	16	18
Less than once per month	4	4
Varies too much to say	12	9

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Among those who currently use the Internet or a commercial online service.

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## SOCIAL CLIMATE

**Table 16d  
Technology**

Leisure MONITOR 2005

	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Agree:*</b>		
From what I know or simply have heard about the Internet, the biggest and single most important change it has created is giving a sense of control to consumers like me as opposed to marketers having all the control	61	74 †
I don't go to many different sites on the Internet – instead, I go to the same few sites over and over again	51	53
When I look for information about companies, I almost always turn to the Internet	52	49
Going online makes me feel more connected to other people	35	30

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Top two box scores based on a 4-point scale where 4=strongly agree and 1=strongly disagree.

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## SOCIAL CLIMATE

**Table 16e  
Technology**

Leisure MONITOR 2005

	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Frequently/Occasionally Participate In Online Activities:*</b>		
Reading and writing email	85	88
Researching or getting information through Web sites	76	78
Using Internet search sites (Google, Yahoo!, etc.)	77	75
Shopping for products or services	57	66
Reading news	63	65
Getting travel information	60	60
Purchasing airline tickets	41	58 <sup>†</sup>
Accessing weather reports/information	49	58
Purchasing products or services	48	51
Accessing sports scores/information	18	34 <sup>†</sup>
Downloading software, files, and graphics	27	32
Accessing stock quotes	21	15
Participating in chat rooms	4	4
Gambling or betting	3	2
<b>Activities Done Less Because Of Time Spent Online:**</b>		
Watching TV	38	39
Reading books	28	29
Reading magazines	21	16
Doing household chores	23	16
Exercising	16	15
Reading the newspaper	12	11
Spending time in person with friends and family	12	11
Sleeping	13	11
Spending time out of the house	17	9
Listening to the radio	11	3 <sup>†</sup>
None of these	39	47

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Among those who currently use the Internet or a commercial online service. Top two box scores based on a 4-point scale where 4=frequently and 1=never.

\*\* Among those who currently use the Internet or a commercial online service. Does not equal 100% due to multiple responses.

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## INCIDENCE OF TRAVEL

**Table 17**  
**Trips Taken More Than 75 Miles From Home During The Last 12 Months**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable <u>Mean</u>	Playing Golf Is Extremely/ Very Desirable <u>Mean</u>
Mean for all leisure travelers who took one or more trips	3.3	4.2 †

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

## TYPES OF LEISURE TRIPS

**Table 19**  
**Types Of Leisure Trips Taken\***

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable <u>%**</u>	Playing Golf Is Extremely/ Very Desirable <u>%**</u>
<b>Primary Purpose Of One Or More Trips During The Last 12 Months:</b>		
Visiting friends/relatives	53	49
Naturalistic (Net)	39	43
Beach/lake	25	40 †
Camping/hiking/climbing	11	6
Snow skiing/boarding	4	5
Adventure/outfitter	2	4
Fishing	4	4
General sightseeing	27	30
Golf	1	22 †
City	20	16
Theme park	9	16
Sporting event	4	16 †
Gambling	11	12
Cruise	5	10
All-inclusive resort	9	3 †
Spa vacation	2	1
Other	5	2

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Asked in versions of the questionnaire. Interview base varies.

\*\* Does not equal 100% due to multiple responses.

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## FUTURE PATTERNS/PREFERENCES

**Table 24  
Advance Planning For A Vacation Trip\***

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable <u>Mean</u>	Playing Golf Is Extremely/ Very Desirable <u>Mean</u>
<b>Weeks Advance Planning For Leisure Trip:</b>		
Extended trip**	8.7	8.3 *****
Weekday trip*****	6.3	5.2 *****
Weekend trip***	7.0	3.9 †

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Asked in versions of the questionnaire. Interview base varies.

\*\* "Extended trip" is defined as a trip of five or more nights.

\*\*\* "Weekend trip" is defined as a trip of one to four nights that involved a stay over a Saturday night.

\*\*\*\* "Weekday trip" is defined as a trip of one to four nights that did not involve a stay over a Saturday night.

\*\*\*\*\* Use caution upon interpretation due to small n-sizes. Significance testing not performed.

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## FUTURE PATTERNS/PREFERENCES

**Table 25**  
**Order Of Planning For A Vacation Trip\***

Leisure MONITOR 2005

Playing Golf Is Not/Not At All Desirable

	First %	Second %	Third %	Fourth %	Fifth %	Sixth %
<b>Task:</b>						
Choose a destination	49	26	8	6	6	4
Set a budget for the trip	26	25	12	11	11	14
Select activities	6	6	14	22	25	27
Obtain background trip information	10	12	11	14	23	32
Decide on mode of transportation	7	17	23	23	19	11
Choose a hotel or resort	2	14	32	24	16	12

Playing Golf Is Extremely/Very Desirable

	First %	Second %	Third %	Fourth %	Fifth %	Sixth %
<b>Task:</b>						
Choose a destination	55	23	2 <sup>†</sup>	10	5	7
Set a budget for the trip	27	23	12	12	9	19
Select activities	9	9	16	24	26	14 <sup>†</sup>
Obtain background trip information	5	9	18	7	31	31
Decide on mode of transportation	2	16	19	33	10	19
Choose a hotel or resort	2	20	33	14	19	10

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Asked in versions of the questionnaire. Interview base varies.

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## ACCOMMODATIONS PATTERNS/PREFERENCES

**Table 30**  
**Various Accommodations Issues**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Agree:*</b>		
A well-known brand name is important to me when selecting hotel, resort, or motel accommodations	47	63 †

† Denotes statistically significant differences between the subsets of interest at 95% confidence.  
\* Top two box score on a scale of one to five where 1=strongly disagree and 5=strongly agree.

## ATTITUDES TOWARD TRADITIONAL INFORMATION SOURCES

**Table 36**  
**Confidence In Selected Information Sources\***

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>When Considering Travel Destinations, Extremely/Very Confident In:**</b>		
Recommendations of a friend or family member	81	86
Information on a Web site	42	47
Information in travel guide books	54	46
Recommendations of a travel agent	47	45
Articles in newspapers and magazines or programs on TV and radio	32	38
Information in travel brochures	41	37
Information in travel advertising	24	26

† Denotes statistically significant differences between the subsets of interest at 95% confidence.  
\* Asked in versions of the questionnaire. Interview base varies.  
\*\* Top two box score on a scale of one to five where 1=no confidence at all and 5=a great deal of confidence.

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**ATTITUDES TOWARD TRADITIONAL INFORMATION SOURCES**

**Table 39  
Utilization Of Travel Agents**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Among Leisure Travelers:</b>		
<b>Used A Travel Agent In The Last 12 Months:</b>		
One or more trips	18	11 <sup>†</sup>
Mean*	1.5	1.3 <sup>**</sup>
<b>Among Airline/Hotel Users:</b>		
<b>Used A Travel Agent In The Last 12 Months:</b>		
One or more trips	35	18 <sup>†</sup>
Mean*	1.5	NI

† Denotes statistically significant differences between the subsets of interest at 95% confidence.  
 \* Among adults who used a travel agent on one or more trips in the last 12 months.  
 \*\* Use caution upon interpretation due to small n-sizes. Significance testing not performed.  
 NI Not included due to insufficient n-sizes.

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## ATTITUDES TOWARD ONLINE INFORMATION SOURCES

**Table 46  
Use Of Technology As An Information Source**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Used The Internet Or An Online Service For A Leisure Trip In The Last 12 Months To:</b>		
Obtain travel information and prices	58	61
Average number of trips*	2.3	2.8
Make a travel reservation	46	49
Average number of trips*	2.1	2.5
<b>Used The Internet Or An Online Service For A Leisure Trip In The Last 12 Months To Make:**</b>		
Hotel reservations	73	78
Airline reservations	64	61
Car rental reservations	32	37
Complete vacation package	20	17
<b>Checked A Hotel Rate Online Before Calling A Hotel Or Resort To Make A Reservation:***</b>		
	63	65
<b>Checked An Airfare Online Before Calling An Airline To Make A Reservation:***</b>		
	58	61
<b>Checked Prices For Any Travel Services Online Before Calling A Travel Agent To Make A Travel Reservation:***</b>		
	32	35
<b>Average Number Of Web Sites Visited Prior To:**</b>		
Making an airline reservation online	3.2	2.7
Making a hotel/resort reservation online	3.2	2.7
Making a car rental reservation online	1.6	1.6
<b>Regularly Use The Internet To:****</b>		
Check fares and rates	69	72
Check availabilities	64	67
Decide where to stay	61	65
Find places to go	59	63
Plan things to do and see	57	60
Read visitor critiques or reviews	39	42
Read journalists' critiques or reviews	27	28
None of the above	25	22

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Among adults who used the Internet or an online service to obtain travel information/make a travel reservation.

\*\* Among adults who used the Internet or an online service to make a reservation for a leisure trip in the last 12 months.

\*\*\* Asked in versions of the questionnaire. Interview base varies.

\*\*\*\* Does not equal 100% due to multiple responses.

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**ATTITUDES TOWARD ONLINE INFORMATION SOURCES**

**Table 49  
Web Site Advertisements/Banner Ads\***

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Agree:</b>		
Obtained information and prices online for leisure travel by going to a Web site I have seen in offline media (newspapers, magazines, television, outdoor)	55	60
Obtained information and prices online for leisure travel by clicking on a banner ad	13	14

† Denotes statistically significant differences between the subsets of interest at 95% confidence.  
\* Among adults who used the Internet or an online service to obtain information about travel services or suppliers, including such things as availabilities and rates for a leisure trip in the past 12 months.

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## ATTITUDES TOWARD ONLINE INFORMATION SOURCES

**Table 51**  
**Desirability Of Various Web Site Features\***

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Extremely/Very Desirable:**</b>		
Being able to check the lowest available fares/rates	93	94
Having an easy-to-use booking feature	86	84
Destination maps that illustrate area activities, dining shops, attractions, etc.	71	77
The ability to preview room location	59	68
Being able to download and print promotional literature and brochures	52	67 <sup>†</sup>
Virtual tours of the area or local hotels and lodges	56	62
The option of scheduling vacation activities in advance of arrival	50	61
Photos of the area, the hotels, etc.	71	59
Live counselors to handle questions over the phone who can instantly send information for me to look at on my computer	64	59
Bulletin boards for questions and advice from others who have traveled there	39	50
Local transportation information on limos, trains, taxis, and shuttles	49	49
Email notification of travel specials and discounts when they become available	44	46

<sup>†</sup> Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Asked among those who used the Internet or an online service to get travel information and prices or make a travel reservation.

Asked in versions of the questionnaire. Interview base varies.

\*\* Top two box score on a scale of one to five where 1=not at all desirable and 5=extremely desirable.

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**DISTRIBUTION CHANNEL STRATEGY PERSPECTIVE**

**Table 52 (cont'd)  
Distribution Channel Strategy**

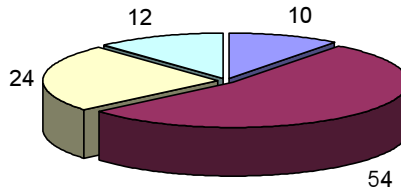
**Leisure MONITOR 2005**

**Among Airline/Hotel Users:**

**Sources Used When Planning A Leisure Trip:**

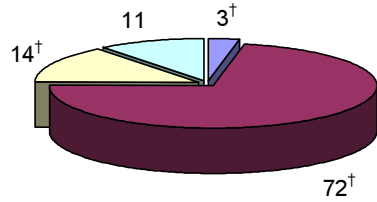
Playing Golf Is Not/Not At All Desirable

- Travel Agent Only
- Internet Only
- Travel Agent And Internet
- Neither Travel Agent Nor Internet



Playing Golf Is Extremely/Very Desirable

- Travel Agent Only
- Internet Only
- Travel Agent And Internet
- Neither Travel Agent Nor Internet



† Denotes statistically significant differences between the subsets of interest at 95% confidence.

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## WHAT PEOPLE ARE LOOKING FOR IN A LEISURE TRAVEL EXPERIENCE

**Table 53**  
**Attributes Considered Extremely/Very Desirable\***

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Experimentation/Fantasy/Ambiance:**</b>		
Beautiful scenery	79	79
A place I have never visited before	75	78
A beach experience	59	75 †
Nightlife and live entertainment	40	62 †
An opportunity to eat different and unusual cuisines	51	56
A hotel with casually elegant atmosphere and décor	49	55
A hotel or resort that is on the National Register of Historic Places	40	48 †
A hotel with a formal and elegant atmosphere and décor	33	43 †
Going to theme parks	37	43
A hotel or resort with a distinctive theme or atmosphere	33	42 †
Learning a new skill or activity	31	39
Being able to gamble	24	33 †
A small "boutique" hotel with unusual atmosphere and décor	30	31
Going to a destination spa that offers complete spa programs	25	30
Going to an amenity spa that is part of a hotel or resort	26	29
Going to a day spa	23	23
A resort that offers a nude recreation experience	13	20 †
<b>Physical Activities:**</b>		
Playing golf	0	100 †
Getting exercise	45	64 †
Snorkeling or scuba diving	33	45 †
Hiking and outdoor adventure	38	44
Participation in water sports	27	44 †
Whitewater rafting	25	33
Snow skiing	13	27 †
Bicycling trips through the countryside	19	24
Playing tennis	7	18 †
Mountain biking	13	17
Snow boarding	6	17 †

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Asked in versions of the questionnaire. Interview base varies.

\*\* Top two box score on a scale of one to five where 1=not at all desirable and 5=extremely desirable.

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## WHAT PEOPLE ARE LOOKING FOR IN A LEISURE TRAVEL EXPERIENCE

**Table 53 (Cont'd)**  
**Attributes Considered Extremely/Very Desirable\***

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Familiarity/Control:**</b>		
Safety of destination	80	85
Security provided by the hotel or motel	68	76
A place I have visited before	55	57
Having access to the Internet or an online service to stay in touch with home or office	32	31
<b>Pricing:**</b>		
An all-inclusive vacation price (one that includes air transportation, accommodations, food, transfer to the hotel or resort, and some recreation)	61	71 †
An all-inclusive resort price (one that includes accommodations, food, beverage and recreation)	58	69 †
<b>Other Activities:**</b>		
Participating in activities with children while on vacation***	55	55
Visiting arts/architectural/historical sites	51	49
Having separate children's and teen programs	28	41 †
Shopping	41	38
A hotel having a kids club or organized family activities***	41	34

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Asked in versions of the questionnaire. Interview base varies.

\*\* Top two box score on a scale of one to five where 1=not at all desirable and 5=extremely desirable.

\*\*\* Asked among respondents who have taken or plan to take one or more leisure trips with children.

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**ALTERNATIVE ACCOMMODATIONS PATTERNS/PREFERENCES**

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**Table 58  
Incidence Of Timesharing Purchase Interest\***

Leisure MONITOR 2005

	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
Overall interest in purchase during the next two years	9	14

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Asked among adults who are familiar with timeshare or vacation ownership and currently do not own timeshare.

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## WHERE PEOPLE WANT TO GO

**Table 60**  
**Interest In Vacationing In Selected States During The Next Two Years (Unaided)**

State:	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %*	Playing Golf Is Extremely/ Very Desirable %*
Florida	39	45
California	35	39
Hawaii	20	28 †
New York	18	25 †
Nevada	17	20
Colorado	17	18
Arizona	16	17
Washington	12	16
North Carolina	8	14 †
Maine	11	12
South Carolina	8	12
Oregon	8	11
Massachusetts	7	11
Texas	14	10
Alaska	14	10
Louisiana	9	9
Vermont	5	7
Montana	8	7
Virginia	7	6
Georgia	5	5
Utah	6	5
Idaho	3	5
New Mexico	7	5
Tennessee	6	5
Connecticut	3	5
Washington, D.C.	6	5
Wyoming	5	5
South Dakota	3	5
Illinois	4	4
Pennsylvania	4	4
Alabama	3	3
Ohio	3	3
Minnesota	3	3
Michigan	3	3
New Hampshire	3	2
Missouri	3	2
Kentucky	3	1

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Does not equal 100% due to multiple responses.

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## WHERE PEOPLE WANT TO GO

**Table 61**  
**Interest In Visiting Specific Destinations During The Next Two Years (Aided)**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Extremely/Very Interested In Visiting:*</b>		
Hawaiian Neighbor Islands (i.e., Maui, Kauai, etc.)	60	74 †
Honolulu, Hawaii	57	71 †
National parks (i.e., Grand Canyon, Yellowstone, etc.)	66	69
Lake Tahoe (California and Nevada)	43	57 †
Florida Keys	52	57
Florida Gulf Coast	44	55 †
Las Vegas, Nevada	40	54 †
New York City, New York	43	52 †
San Francisco, California	44	50
Orlando, Florida	42	50 †
Colorado mountain resorts	44	50
San Diego, California	39	50 †
Outer Banks, North Carolina	34	47 †
Phoenix/Scottsdale, Arizona	30	44 †
Denver, Colorado	35	43 †
Palm Springs, California	29	43 †
St. Petersburg/Clearwater, Florida	32	42 †
Utah mountain resorts	33	39
Florida panhandle	29	35
Panama City, Florida	25	35 †
Miami, Florida	28	32
Mississippi Gulf (including Biloxi)	24	28
Los Angeles, California	28	28
San Antonio, Texas	30	28
Atlantic City, New Jersey	19	24
Branson, Missouri	22	22

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Top two box score on a scale of one to five where 1=not at all interested and 5=extremely interested.

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## WHERE PEOPLE WANT TO GO

**Table 62**  
**Interest In Visiting International Destinations During The Next Two Years (Unaided)**

Area/Region:*	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
Europe	64	63
Australia	19	22
Caribbean	15	21 †
Canada	12	12
Mexico	12	11
Far East	11	9
South Pacific	7	6
South/Central America	7	6
Africa	5	6
Middle East	6	3 †
Net interest in international travel	85	87
Have taken an international leisure trip during the past 12 months	21	16
<b>If dollar is worth less when traveling abroad, would you be:**</b>		
More likely to take a foreign leisure trip	13	9
Equally likely to take a foreign leisure trip	27	23
Less likely to take a foreign leisure trip	60	68

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Does not equal 100% due to multiple responses.

\*\* Asked in versions of the questionnaire. Interview base varies.

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## CRUISES

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**Table 64  
Past Cruising Behavior**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Have Taken A Cruise:</b>		
Yes	35	35
No	65	65

**Table 65  
Interest In Taking A Cruise During The Next Two Years**

	<u>Leisure MONITOR 2005</u>	
	Playing Golf Is Not/ Not At All Desirable %	Playing Golf Is Extremely/ Very Desirable %
<b>Interest In Taking A Cruise During The Next Two Years:*</b>		
Interested	45	54 †
Neutral	13	12
Not interested	42	34 †

† Denotes statistically significant differences between the subsets of interest at 95% confidence.

\* Based on a scale of one to five where 1=not at all interested and 5=extremely interested. Top two, middle, and bottom two box scores are shown.

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## **PGA Magazine Travel Influence Survey**

The PGA's Consumer Marketing Department was asked to help field a survey on behalf of PGA Magazine to measure PGA Professionals' influence on customer golf travel. The survey was hosted on PGALinks.com from mid July to mid October and was promoted through *PGA Magazine*, *Electra*, Message of the Day and on PGALinks.com. 301 PGA Professionals responded to the survey resulting in a 5.61 +/- margin of error at the 95% confidence level. Detailed responses for each survey question and the survey are attached to this document. The following observations were made:

- 95% of responding PGA Professionals indicate that they recommend golf destinations, resorts and/or golf facilities to amateur golfers traveling outside their home market.
- PGA Professionals make recommendations or consult on golf travel an average of 2 to 3 times per month, with 24% indicating that they make recommendations or consult on golf travel 4 or more times per month.
- The primary factors that influence a PGA Professionals golf travel recommendation include: personal knowledge of the destination (91%), reputation of the destination (77%), location (73%) and price of destination (60%).
- The incentive that would most likely encourage PGA Professionals to make a specific travel recommendation is exclusive services for PGA Professionals and the golfers they referred (62%).
- The most common method PGA Professionals and their facilities use to promote golf travel include: posting travel opportunities in the clubhouse or locker rooms (48%), posting notices in the golf shop (47%), sending e-mails to their customers/members (37%), or sending direct mail to their customers/members (27%).
- 37% of the PGA Professionals surveyed indicated that their facility is promoted as a destination.
- PGA Professional play with an average of 31 to 50 amateur golfers as a foursome or group during the year. 41% play with 51 or more amateur golfers as a foursome of group.
- The majority of respondents (84%) accompany amateur golfers on golf trips each year.
- Those surveyed indicated that they accompany amateur golfers on an average of 3 golf trips per year. 32% accompany amateurs on 4 or more golf trips per year.
- The typical group accompanying a PGA Professional on a golf trip consists of between 5 and 8 amateur golfers and between 1 and 4 non-golfers.
- The typical golf trip for PGA Professionals and their accompanying guests lasts an average of 3 to 4 days. 25% of those surveyed indicated that their trip lasts 5 or more days.
- Roughly 89% of responding PGA Professionals indicated that they are influential or very influential on golf travel among amateur golfers.
- The PGA Professional is the primary individual responsible for making trip arrangements (74%), deciding where to play (70%) and where to stay (58%).

- Even when someone other than the golf professional makes the decision on where to play (30%) and where to stay (42%), the golf professional is still very influential in the decision making processes with 84% influencing where to play and 77% influence where to stay.
- Over half of the responding golf professionals indicate that each golfer, including each golf professional, pays his or her own travel expenses. The remaining golf professionals either divide their expense among the amateurs (22%), have their expenses covered by the destination resort or golf facility (19%), or are covered by their employer (6%).
- The most popular destination traveled to by PGA Professionals over the past three years is the South Atlantic region which includes the coastal stretch of states from Delaware to Florida.

Travel Influence Survey Results as of October 30, 2003

Q1 Please Identify Your Facility Type

	Frequency	%
Private	98	32.8%
Daily Fee	34	11.4%
Municipal	33	11.0%
Other	32	10.7%
Resort	32	10.7%
Semi-Private	32	10.7%
Golf Range	16	5.4%
Golf School	11	3.7%
University/Military	6	2.0%
Golf Retail Shop	5	1.7%
Total	299	100.0%

Q2 How many different amateur golfers would you estimate that you play golf with as a foursome or group during the entire year (please include all golf, whether at your home facility or when traveling)?

	Frequency	%
1-10	27	9.1%
11-20	27	9.1%
21-30	60	20.1%
31-50	66	22.1%
51-100	72	24.2%
Over 100	46	15.4%
Total	298	100.0%

Q3 Do you accompany amateurs on trips?

	Frequency	%
No (Skip to Q15)	47	15.7%
Yes	253	84.3%
Total	300	100.0%

Q4 How many golf trips do you accompany amateurs on per year?

	Frequency	%
1	37	15.4%
2	80	33.3%
3	47	19.6%
4 or more	76	31.7%
Total	240	100.0%

Q5 How many days does your average golf trip last?

	Frequency	%
1-2	76	31.8%
3-4	104	43.5%
5-7	44	18.4%
8 or more	15	6.3%
Total	239	100.0%

Q6 Who generally makes trip arrangements?

	Frequency	%
I do	175	73.5%
Individual golfer	22	9.2%
Travel provider	13	5.5%
Club Member	13	5.5%
Another staff person	7	2.9%
Other	6	2.5%
Golf Committee	2	0.8%
Total	238	100.0%

Q7a Who makes the decision on where to play?

	Frequency	%
I do	161	64.9%
Other Golf Professional	13	5.2%
Individual golfer	20	8.1%
Club Member	19	7.7%
Golf Committee	14	5.6%
Other	13	5.2%
Travel provider	8	3.2%
Total	248	100.0%

Q7b Who makes the decision on where to stay?

	Frequency	%
I do	125	56.8%
Other Golf Professional	2	0.9%
Individual golfer	27	12.3%
Club Member	21	9.5%
Golf Committee	17	7.7%
Other	15	6.8%
Travel provider	13	5.9%
Total	220	100.0%

Q8 If someone other than you or another golf professional makes the decision on where to **stay**, do you or other golf professionals in your shop influence this decision?

	Frequency	%
No	47	22.9%
Yes	158	77.1%
Total	205	100.0%

Q9 If someone other than you or another golf professional makes the decision on where to **play**, do you or other golf professionals in your shop influence this decision?

	Frequency	%
No	32	15.8%
Yes	171	84.2%
Total	203	100.0%

Q10 Indicate your level of influence on golf travel with amateurs

	Frequency	%
Very influential	129	54.0%
Influential	83	34.7%
Somewhat influential	27	11.3%
Total	239	100.0%

Q11 What is the average number of golfers that go on each trip?

	Frequency	%
1-4	67	28.5%
5-8	86	36.6%
9-12	37	15.7%
13-15	10	4.3%
16-20	19	8.1%
21+	16	6.8%
Total	235	100.0%

Q12 What is the average number of non-golfers that go on each trip?

	Frequency	%
1-4	135	57.2%
5-8	81	34.3%
9-12	12	5.1%
13-15	7	3.0%
21+	1	0.4%
Total	236	100.0%

Q13 How are travel expenses for you or the golf professional funded?

	Frequency	%
Each golfer pays his or her own expenses including each golf professional.	126	53.4%
The golf professional's expenses are divided among all amateurs.	52	22.0%
The golf professional's expenses are compliments of the destination resort or facility.	45	19.1%
My facility employer covers my expenses.	13	5.5%
Total	236	100.0%

Q14 On these trips, (Please check ALL that apply) what geographic regions have you traveled to as a golfer in the past three years?

	n=234	%
South Atlantic (DL, MD, VA, WV, NC, SC, GA, FL)	129	55.1%
Pacific (WA, OR, CA, AK, HI)	85	36.3%
Mountain (ID, MT, WY, NV, UT, CO, AZ, NM)	79	33.8%
Other	47	20.1%
East North Central (WS, MI, IL, IN, OH)	42	17.9%
Mid-Atlantic (NY, NJ, PA)	41	17.5%
West South Central (OK, AK, LA, TX)	38	16.2%
Scotland	33	14.1%
Ireland	30	12.8%
East South Central (KY, TN, AL)	22	9.4%
West North Central (ND, SD, MN, IO, NB, KA, MO)	22	9.4%
New England (VT, NH, ME, MA, CT, RI)	17	7.3%
Great Britain	7	3.0%



q15 Do you recommend golf destinations, resorts, and/or facilities to golfers traveling outside your home market?

	Frequency	%
No (Skip to Q18)	15	5.4%
Yes	262	94.6%
Total	277	100.0%

q16 How many times per month do you make recommendations or consult on golf travel?

	Frequency	%
1	70	26.9%
2-3	127	48.8%
4-6	34	13.1%
7-9	9	3.5%
10 or more	20	7.7%
Total	260	100.0%

Q17 What factors influence your golf travel recommendations? (Check all that apply)

	n=260	%
Personal knowledge of the destination	236	90.8%
Reputation of the destination	199	76.5%
Location	190	73.1%
Financial considerations (Price of destination)	156	60.0%
Skill level of the golfer	77	29.6%
Ability to play and stay for free	53	20.4%
Other	10	3.8%

Q18. Which of the following incentives would encourage you to make specific recommendations? (check all that apply)

	n=266	%
Exclusive services for PGA members and the golfers I referred	164	61.7%
Commission on rounds of golf	106	39.8%
Commission on room nights	102	38.3%
Earn points that could be redeemed for free play	66	38.3%
Golf Retirement Plus	102	38.3%
Gifts for the golfers I referred	80	30.1%
I don't need incentives	78	29.3%
Earn points that could be used for stay privileges	102	24.8%

Q19. Does your facility promote golf travel in any of the following types of formal marketing initiatives? (Check all that apply)

	n=186	%
Post travel opportunities in the clubhouse or locker rooms	89	47.8%
Post travel opportunities in the golf shop	88	47.3%
Send e-mails concerning travel opportunities to customers or members	69	37.1%
Send direct mail concerning travel opportunities to customers or members	50	26.9%
Post travel opportunities on a facility website	48	25.8%
Include information or advertising in a facility newsletter	43	23.1%
Advertise in publications	39	21.0%
Include information or advertising in a facility mailing other than a newsletter	34	18.3%
Other	21	11.3%
Rent your mailing list to travel companies for their direct mail efforts	2	1.1%

Q20. Does your facility promote itself as a destination?

	Frequency	%
No	167	63.5%
Yes	96	36.5%
Total	263	100.0%

# PGA Magazine's "Destinations" Section

## Exclusive Incentives for PGA Professionals and Monthly Tips on How to Improve Your Golf Travel IQ

PGA Professionals routinely get questions like "Where should I go on my next golf trip with the guys?" or "What's the hot new golf destination?" And increasingly, PGA Professionals are leading trips to more and more exotic locations for more and more diverse groups. Seeing those trends, *PGA Magazine* realized that it was the perfect place for PGA members to learn more about travel and how travel can benefit their careers.

What are those benefits? Traveling provides an opportunity to build stronger relationships, oftentimes with the most influential members and customers; it leads to more lessons and more lesson revenue; it is a fantastic way for PGA professionals and their spouses to enjoy phenomenal travel experiences at minimal cost; and, most importantly, it is an exciting way to provide better customer service – whether by leading a trip yourself or knowing enough to make travel recommendations with confidence and insight.

In October 2003, *PGA Magazine* responded by introducing a new monthly section called *Destinations*.




### Exclusive Incentives for PGA Professionals

From the beginning, *Destinations* provided an exclusive resource for PGA Professionals. Every month, they could find in its pages a centralized directory of golf *Destinations* around the world willing to provide incentives exclusively to PGA Professionals for bringing their clients. The section also offered a wealth of information about the newest courses, the most exciting entertainment, and the resorts offering the very best value. Beginning with just 24 participating resorts in the first issue, *Destinations* has expanded rapidly. Last month's section featured 95 golf *Destinations*, all with special incentives for golf professionals.



The incentives are designed to encourage and reward those who organize golf vacations. Travel specialist Premier Golf, for example, offers a cash commission, free accommodations and golf, and/or a contribution to Golf Retirement Plus. Jamaica's Half Moon resort gives PGA Professionals a 5% commission on guests that they directly book with the resort, and a 2.5% commission on bookings they refer. If the group books three or more rooms, the PGA Professional's room and green fees are complimentary. For each trip of 10 or more arranged but not accompanied by the professional, he or she receives two complimentary room nights.



**Premier Golf**  
CLASSIC DESTINATIONS

The Official Travel Company of The PGA of America

Scotland, Ireland, Spain, PGA Village, Kiawah Island, Pinehurst Resort, Arizona, Las Vegas, Ryder Cup Matches, British Open. Golf Retirement Plus, PGA Member discounts, Pro goes FREE  
1-866-738-6442  
www.PREMIERGOLF.COM

At Paradisus Playa Conchal on the Pacific Coast of Costa Rica, the PGA Professional gets an all-inclusive weekend for two, including free golf, for every 50 room nights spent at the professional's referral.

At South Carolina's Sea Pines Resort, the PGA Professional who refers one or more foursomes will earn a 10% commission on the room and golf revenue generated by those referrals. Or, if the pro accompanies a group of seven or more, he or she stays for free and gets the 10% commission. At Florida's WCI Communities, the professional earns a 10% commission from the golf revenue of every foursome referred, or if the professional accompanies a group of three members or more, he or she will earn the commission and play for free.



**The Sea Pines Resort**

Hilton Head Island, South Carolina

Refer one or more foursomes and earn 10% commission on room and golf revenue. Accompany a group of seven or more and you stay free plus we'll pay 10% commission on room and golf revenues! Bring that group before 12/15/05 and get two certificates to use for promotions! For additional information, please refer to the Pros page on [www.seapines.com](http://www.seapines.com) or call 1-866-340-3813.

**An Information Resource Tool**

As important as those perks are, *Destinations* is not about golf professionals traveling to play golf or benefiting from the exclusive incentives. It is all about golf professionals becoming more knowledgeable about travel so

they can offer expanded services to members and customers. It is about positioning PGA Professionals as an expert resource for their members in the world of travel. Not every PGA Professional accompanies members on golfing trips. But they all make travel recommendations. *Destinations* helps the professional provide that service with much more authority and knowledge.

We understand that PGA Professionals are hesitant to recommend or refer members to destinations they have not personally visited. *Destinations* is the next best thing to being there, full of information not just about the course or the

accommodations, but also about the food, the locality, the nightlife and the culture.

In 2004, Hide Kubo, PGA head professional at Bidwell Park Golf Course in Chico, Calif., learned how easy *Destinations* makes travel planning and preparation. Kubo had been reading a feature about Golf the High Sierra Vacations, an alliance of facilities in the Reno-Lake Tahoe area. Kubo was impressed by what was offered, and using Golf the High Sierra's online reservation system, he quickly and easily booked a golf trip for 22 of his members. "He had a great time last year and re-booked for this year," said Sean Schaeffer of Golf the High Sierra. "And within two days of putting the word out to his members, he had 56 players signed up and committed [for the next trip]."

A look at the featured stories in *Destinations* over the last year gives a sense of the variety and breadth of information available:

<b>January:</b>	Working with Tour Operators: Scotland, Ireland, England
<b>February:</b>	Jamaica
<b>March:</b>	South Carolina's Grand Strand
<b>April:</b>	Reno/Lake Tahoe
<b>May:</b>	Organizing a Group Golf Trip
<b>June:</b>	Celebrity Players Tour, Play the Army Golf Courses
<b>July:</b>	Costa Rica
<b>August:</b>	Sea Pines, Kiawah and Low Country
<b>September:</b>	Casino Destinations, WCI Communities
<b>October:</b>	China, Mesquite
<b>November:</b>	Orlando, Hawaii, Hot Winter Escapes
<b>December:</b>	Mexico East, Pro-Pro Series

These *Destinations'* spotlights not only provide in-depth background, they also give readers a first-hand look at what to expect when guiding members and customers through their travel experience. Our writers regularly quote PGA Professionals who have experienced first-hand the location being featured. That means that any PGA Professional knows who to call to get inside information on a desired travel destination and to get a fellow professional's assessment before planning a trip or recommending a venue to other customers.



## Covering the Value of Travel Specialists

Travel is like every other service industry. Experts who provide added value and save precious time can be indispensable. And for those more difficult-to-plan adventures – in foreign countries, on super-luxury trips, or where a bigger group is involved – PGA Professionals often turn to specialists like Perry Golf, Premier Golf, Haversham & Baker, or DynastyGolf. *Destinations* covers this side of travel as well – letting these specialists talk to PGA Professionals about how they can benefit from travel without being swamped by the additional work that it entails.

## Summary

This workbook is about helping PGA Professionals learn more about the world of golf travel. While readers regularly tell us that *PGA Magazine's* monthly *Destinations* section is a great resource, we invite all PGA Professionals to help us continue to improve coverage. Feel free to contact Kirk Pagenkopf, Senior Vice President of *PGA Magazine* Group at 913-980-4501 if you have any ideas to make this section even better. ❖

# PGA Magazine Travel Pavilion

## Directory of Destinations

### Arizona

#### Eagle Mountain

Fountain Hills, Arizona  
*Eaglemtn.com*  
800-992-8083  
Tracy Herbst *therbst@eaglemtn.com*

#### Four Seasons Resort Scottsdale at Troon North

Scottsdale, Arizona  
*Fourseasons.com*  
480-515-5700  
Greg Hanss *greg.hanss@fourseasons.com*

#### Legend Trail Golf Club

Scottsdale, Arizona  
*Carefree-resort.com*  
888-488-9034  
Rick Williams *rwilliams@legendtrailgc.com*

#### Sheraton Wild Horse Pass Resort & Spa

Phoenix, Arizona  
*Wildhorsepassresort.com*  
520-796-8458  
Rich Carter *rcarter@troongolf.com*

### California

#### Alisal

Solvang, California  
*Alisal.com*  
800-4-ALISAL  
Dave Hartley *dhartley@alisal.com*

#### Barona Valley Ranch Resort & Casino

San Diego, California  
*Barona.com*  
877-222-0077  
Phil Swinford *pswinford@barona.com*

#### Coyote Moon Golf Course

Truckee, California  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

#### Old Greenwood Golf Club

Truckee, California  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

#### Plumas Pines Golf Resort

Graceland, California  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

#### The Resort at Squaw Creek

Olympic Valley, California  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

#### Whitehawk Ranch Golf Club

Clio, California  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

### Colorado

#### Big Stakes Golf

Denver, Colorado  
*Bigstakesgolf.com*  
970-476-6797 ext. 102  
James Deighan *jamesd@gohighline.com*

### Florida

#### Eagle Creek Golf Club

Orlando, Florida  
*Eaglecreekgolf.info*  
866-324-5342.  
Gary Piotrowski *gpiotrowski@eaglecreekgolf.info*

#### Ginn Clubs & Resorts

Orlando, Florida  
*Ginnclubsandresorts.com*  
866-GINN-CLUB

#### Harmony Golf Preserve

Orlando, Florida  
*Harmonygolfpreserve.com*  
407-891-8525.  
Lyle Beaver *lbeaver@harmonygolfpreserve.com*

#### Hyatt Regency Grand Cypress

Orlando, Florida  
*Hyattgrandcypress.com*  
800-55-HYATT  
Bob Dees *bdees@vistapo.hyatt.com*

**Kolter Resorts at PGA Village**

Port St. Lucie, Florida  
*PGAvillage.com*  
866-738-6441  
Jim Ward *jward@premiergolf.com*

**Mystic Dunes Golf Club**

Celebration, Florida  
*Mysticdunesgolf.com*  
407-787-5633  
Melissa Suttles *suttlesm@tempusresorts.net*

**Omni Orlando Resort at ChampionsGate**

ChampionsGate, Florida  
*OmniChampionsGateGolf.com*  
866-453-GOLF  
Paul Pebley *ppebley@omnihotels.com*

**PGA Golf Club**

Port St. Lucie, Florida  
*PGAvillage.com*  
800-800-GOLF  
Jim Ward *jward@premiergolf.com*

**PGA National Resort & Spa**

Palm Beach Gardens, Florida  
*PGAresort.com*  
800-863-3645  
Arthur Chernov *Arthur.Chernov@pgaresort.com*

**Renaissance Vinoy Resort and Golf Club**

St. Petersburg, Florida  
*Renaissancehotels.com*  
727-896-8000  
Randy Mosley *randy.mosley@renaissancehotels.com*

**Royal St. Cloud Golf Links**

St. Cloud, Florida  
*Royalstcloudgolflinks.com*  
407-891-7010  
Bill Filson *billfilson@aol.com*

**The Ritz-Carlton Golf Resort, Naples**

Naples, Florida  
*Ritzcarlton.com*  
239-593-2000  
Michael McMahon *michael.mcmahon@ritzcarlton.com*

**The Westin Innisbrook Golf Resort**

Tampa Bay, Florida  
*Westin-innisbrook.com*  
877-752-1483  
Doug Schmidt *doug.schmidt@westin.com*

**Timacuan Golf and Country Club**

Lake Mary, Florida  
*Golftimacuan.com*  
407-321-0010  
Tony Johnson, PGA *gm@golftimacuan.com*

**Hawaii****Hapuna Golf Course at Mauna Kea Resort**

Kohala Coast, Big Island of Hawaii  
*PrinceResortsHawaii.com*  
866-PRINCE-6  
Ted McAneeley *tmcaneeley@maunakearesort.net*

**Hawaii Prince Golf Club**

Oahu, Hawaii  
*PrinceResortsHawaii.com*  
866-PRINCE-6  
Ted McAneeley *tmcaneeley@maunakearesort.net*

**Ko Olina Golf Club**

West Honolulu, Hawaii  
*Koolinagolf.com*  
808-676-5300  
Greg Nichols *greg.nichols@koolina.com*

**Makena Golf Courses**

Makena, Maui, Hawaii  
*PrinceResortsHawaii.com*  
866-PRINCE-6  
Ted McAneeley *tmcaneeley@maunakearesort.net*

**Mauna Kea Golf Course at Mauna Kea Resort**

Kohala Coast, Big Island of Hawaii  
*PrinceResortsHawaii.com*  
866-PRINCE-6  
Ted McAneeley *tmcaneeley@maunakearesort.net*

**Mauna Lani Resort**

Kohala Coast, Big Island of Hawaii  
*MaunaLani.com*  
808-885-6655  
Dennis Rose, PGA *djrose@pga.com*

**Waikoloa Beach Marriott**

Kohala Coast, Big Island of Hawaii  
*Waikoloabeachmarriott.com*  
800-922-5533  
Dave Pritchett *dpritchett@waikoloaland.com*

**Idaho****The Coeur d'Alene Resort**

Coeur d'Alene, Idaho  
*Cdaresort.com*  
800-935-6283 *Lstavros@cdaresort.com*

**Maine****Samoset Resort**

Rockport, Maine  
*Samoset.com*  
800-341-1650  
*info@samoset.com*

## Minnesota

### Dacotah Ridge Golf Club at Jackpot Junction Casino Hotel

Morton, Minnesota  
*Dacotahridge.com*  
800-WIN-CASH  
Wade Weidner *wade@initioadvertising.com*

## Mississippi

### Mississippi Gulf Coast Golf Association

Biloxi, Mississippi  
*Msgolfcoast.com*  
228-374-4653  
Kevin Drum *kevin@gulfcoast.com*

### The Bridges Golf Club at Casino Magic

Bay St. Louis, Mississippi  
*Casinomagic-baystlouis.com*  
800-5-MAGIC-5  
Chris Altese *chris.altese@pngaming.com*

## Nevada

### Arroyo Golf Club At Red Rock

Las Vegas, Nevada  
*Arroyogolfclubatredrock.com*  
866-934-4653  
Clay Meininger *cmeininger@sunriseco.com*

### Bali Hai Golf Club

Las Vegas, Nevada  
*Waltersgolf.com*  
888-891-3007  
Michael Levine *mlevine@waltersgolf.com*

### Bear's Best

Las Vegas, Nevada  
*Bearsbest.com*  
702-804-8500  
Brian Dyke *brian.dyke@clubcorp.com*

### Boulder Creek Golf Club

Boulder City, Nevada  
*Golfbouldercity.com*  
702-294-6534  
Andy Schaper *aschaper@bouldercreekgc.com*

### CasaBlanca Golf Club

Mesquite, Nevada  
*Golfmesquitenevada.com*  
866-720-7111  
Golf Mesquite Nevada  
*dedwards@casablancaresort.com*

### Cascata

Boulder City, Nevada  
*Golfcascata.com*  
702-294-2007  
Charles Fahy *cfahy@lvrio.harrahs.com*

### D'Andrea Golf Course

Sparks, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

### Dayton Valley Golf Club

Dayton, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

### DragonRidge Country Club

Las Vegas, Nevada  
*Dragonridgecountryclub.com*  
877-855-1505  
Gregg Minshall *gminshall@dragonridgegolf.com*

### Edgewood Tahoe Golf Course

Lake Tahoe, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

### Falcon Ridge Golf Club

Mesquite, Nevada  
*Golfmesquitenevada.com*  
866-720-7111  
Golf Mesquite Nevada  
*dedwards@casablancaresort.com*

### Genoa Lakes Golf Club

Genoa, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

### Incline Village Golf Courses

Incline Village, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

### LakeRidge Golf Course

Reno, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

### Las Vegas Paiute Resort

Las Vegas, Nevada  
*Lvpaiutegolf.com*  
702-395-1703  
Byron Cone *bccone@lvpaiute.com*

### Las Vegas, Nevada

*Visitlasvegas.com*  
702-892-2978  
Julian R. Dugas Jr. *jdugas@lvca.com*

### Northgate Golf Club

Reno, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

**Oasis Golf Club**

Mesquite, Nevada  
*Golfmesquitenevada.com*  
866-720-7111  
Golf Mesquite Nevada *dedwards@casablancaresort.com*

**Palms Golf Club**

Mesquite, Nevada  
*Golfmesquitenevada.com*  
866-720-7111  
Golf Mesquite Nevada *dedwards@casablancaresort.com*

**Rhodes Ranch**

Las Vegas, Nevada  
*Rhodesranch.com*  
888-311-TEES  
Tom Vold *tvold@tuscanygolfclub.com*

**Siena Golf Club**

Las Vegas, Nevada  
*Sienagolfclub.com*  
888-689-6469  
Clay Meininger *cmeininger@sunriseco.com*

**Sierra Nevada Golf Resort**

Genoa, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

**Silver Oak Golf Club**

Carson City, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

**Silverstone Golf Club**

Las Vegas, Nevada  
*Silverstonegolfclub.com*  
877-888-2127  
Tom Judson *tjudson@mggi.com*

**The Resort at Red Hawk**

Sparks, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

**Tuscany Golf Club**

Las Vegas, Nevada  
*Tuscanygolfclub.com*  
866-TUSCANY  
Tom Vold *tvold@tuscanygolfclub.com*

**Wildcreek Golf Course**

Sparks, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

**Wolf Run Golf Club**

Reno, Nevada  
*Golfthehighsierra.com*  
877-332-4465  
Golf The High Sierra *info@Golfthehighsierra.com*

**New York****The Sagamore**

Bolton Landing, New York  
*Thesagamore.com*  
800-358-3585  
Lee Bowden *reserve@thesagamore.com*

**South Carolina****Grande Dunes Golf Club**

Myrtle Beach, South Carolina  
*Myrtlebeachgolftrips.com*  
843-315-0333  
Frank Coughlin *Frank.Coughlin@burroughs-chapin.com*

**Kiawah Island Golf Resort**

Charleston, South Carolina  
*Kiawahgolf.com*  
843-768-2796  
Tom Bewley *tom\_bewley@kiawahresort.com*

**The Sea Pines Resort**

Hilton Head Island, South Carolina  
*Seapines.com*  
843-842-1807  
Cary Corbitt *cary@seapines.com*

**Texas****Lajitas – The Ultimate Hideout**

Lajitas, Texas  
*Lajitas.com*  
877-LAJITAS  
Tanya Raedisch *traedisch@lajitas.com*

**Utah****Coral Canyon**

St. George, Utah  
*Golfmesquitenevada.com*  
866-720-7111  
Golf Mesquite Nevada *dedwards@casablancaresort.com*

**Entrada at Snow Canyon**

St. George, Utah  
*Golfmesquitenevada.com*  
866-720-7111  
Golf Mesquite Nevada *dedwards@casablancaresort.com*

**Canada****Alberta, Canada**

Canada

**Canadian Rockies Golf**

Canada  
*Sunbirdstravel.ca/pgamagazine*  
403-609-3535  
Hugh Tafel *hugh@sunbirdstravel.ca*



**Travel Alberta International**

Canada  
*Travelalberta.com*  
800-ALBERTA  
*info@travelalberta.com*

**Caribbean/Bermuda/Costa Rica****Bermuda**

*Bermudatourism.com*  
800-Bermuda  
Karin Darrell *kdarrell@bermudatourism.com*

**Guavaberry Resort & Country Club**

Dominican Republic  
*Guavaberrygolf.com*  
809-333-4653  
Karine Acosta *k.acosta@guavaberrygolf.com*

**Half Moon**

Jamaica  
*Halfmoon.com*  
876-953-2211  
Marcia McLaughlin *mmcloughlin@halfmoonclub.com*

**Jamaica**

*VisitJamaica.com*  
305- 665-0557  
Marcia Bullock *mbullock@visitjamaica-usa.com*

**Paradisus Playa Conchal**

Costa Rica  
*Paradisusplayaconchal.com*  
011-506-654-4123  
Philip Krick Jr. *pkrickjr@pga.com*

**PUNTACANA Resort & Club**

Dominican Republic  
*Puntacana.com*  
866-350-2262  
*reservas@puntacana.com*

**Rose Hall Resort & Country Club**

Jamaica  
*Rosehallresort.com*  
876-953-2650  
Gary Slatter *mgolfdir@wyndham.com*

**The Ritz-Carlton Golf & Spa Resort**

Jamaica  
*Ritzcarlton.com*  
876-518-0170  
Kenn Depew, PGA *Kenneth.Depew@ritzcarlton.com*

**The Westin Rio Mar Resort & Golf Club**

Puerto Rico  
*Westinriomar.com*  
800-4-RIOMAR  
Drew Toth *dtoth@westinriomar.com*

**China****BFA Int'l Golf Club**

China  
*Dynastygolf.com*  
888-412-1010  
DynastyGolf *terry@Dynastygolf.com*

**Ocean Bay Golf Club**

China  
*Dynastygolf.com*  
888-412-1010  
DynastyGolf *terry@Dynastygolf.com*

**Shanghai Silport Golf Club**

China  
*Dynastygolf.com*  
888-412-1010  
DynastyGolf *terry@Dynastygolf.com*

**Spring City Golf & Lake Resort**

China  
*Dynastygolf.com*  
888-412-1010  
DynastyGolf *terry@Dynastygolf.com*

**Yalong Bay Golf Club**

China  
*Dynastygolf.com*  
888-412-1010  
DynastyGolf *terry@Dynastygolf.com*

**Europe****Spain Tourist Office**

Spain  
*Spain.info*  
305-358-1992  
Consuelo Nelemans *consuelo.nelemans@tourspain.es*

**Templeread Cruises**

United Kingdom  
*Magna-carta.co.uk*  
011-44-133-251-1168  
Dominic Read *dominic@magna-carta.co.uk*

**The Gleneagles Hotel**

Scotland  
*Gleneagles.com*  
866-463-8734  
Peter Lederer *resort.sales@gleneagles.com*

**Tourism Ireland**

Ireland  
*Tourismireland.com*  
212-418-0835  
Kathryn Hayes *khayes@tourismireland.com*

**VisitScotland**

Scotland  
*Visitscotland.com*  
011-44-131-332-2433  
Isobel O'Brien *isobel.obrien@visitscotland.com*

**Wales Ryder Cup**

Wales

**Wale Tourist Board**

Wales

*Tourism.wales.gov.uk*

011-44-292-047-5238

Caroline Davies *caroline.davies@tourism.wales.gov.uk*

**Waterville House & Golf Links**

Ireland

*Watervillegolfclub.ie*

011 35 366-947-4102

Noel Cronin *Wvgolf@iol.ie*

**Mexico****Mexican Caribbean Golf Association**

Mexico

*Cancungolf.org*

998-887-5717

Liz Melo *lizmelo@cancungolf.org*

**Mexico Tourism Board**

Mexico

**The Fairmont Mayakoba**

Mexico

*Fairmont.com*

800-257-7544

Justin Wood *Justin.Wood@Fairmont.com*

**Travel Providers****Carnival Cruise Lines Cruise-Center**

Lynwood, Washington

*Progolfcruise.com*

800-755-1191

Nathan Paris *nate@cruise-center.com*

**Golfpac, Inc.**

Orlando, Florida

*Golfpactravel.com*

800-327-0878

Jeff Hamilton *jeffh@golfpactravel.com*

**Haversham & Baker Golfing Expeditions**

Cincinnati, Ohio

*Haversham.com*

513-561-1500

Sam Baker *uteeoff@haversham.com*

**Premier Golf**

Duluth, Georgia

*Premierygolf.com*

866-738-6442

Jim Ward *jward@premierygolf.com*

**Sports Express**

Durango, Colorado

*Sportsexpress.com*

800-357-4174

*guestcare@sportsexpress.com*

**World Pro-Am**

East Stroudsburg, Pennsylvania

*Golftournamenttours.com*

800-797-9464

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