

Innovation in Golf: An overview

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5th Golf Innovation Symposium

USGA®



Outline

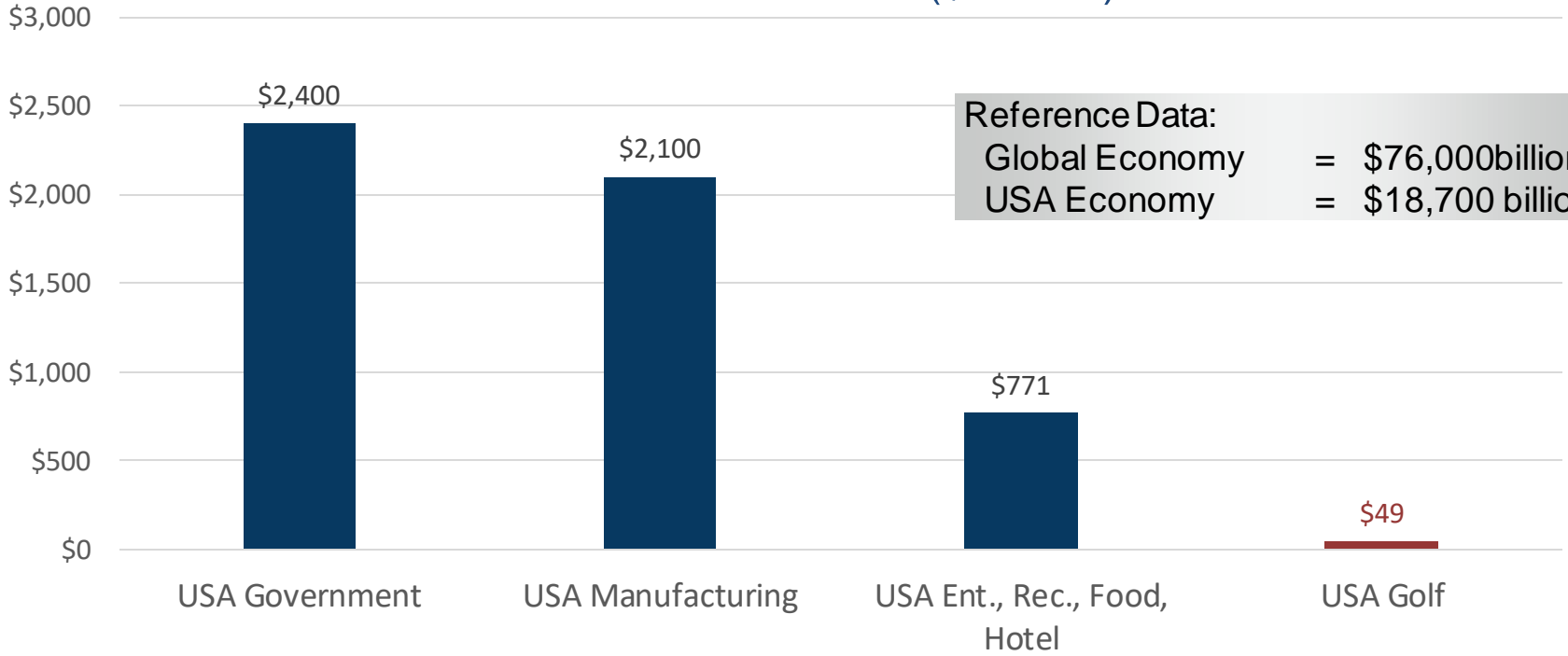
- 1 / Golf's Economy & Value Chains
- 2 / Innovation within Golf's Value Chains
- 3 / Facilities Value Chain: a Closer Look
- 4 / Final Thoughts



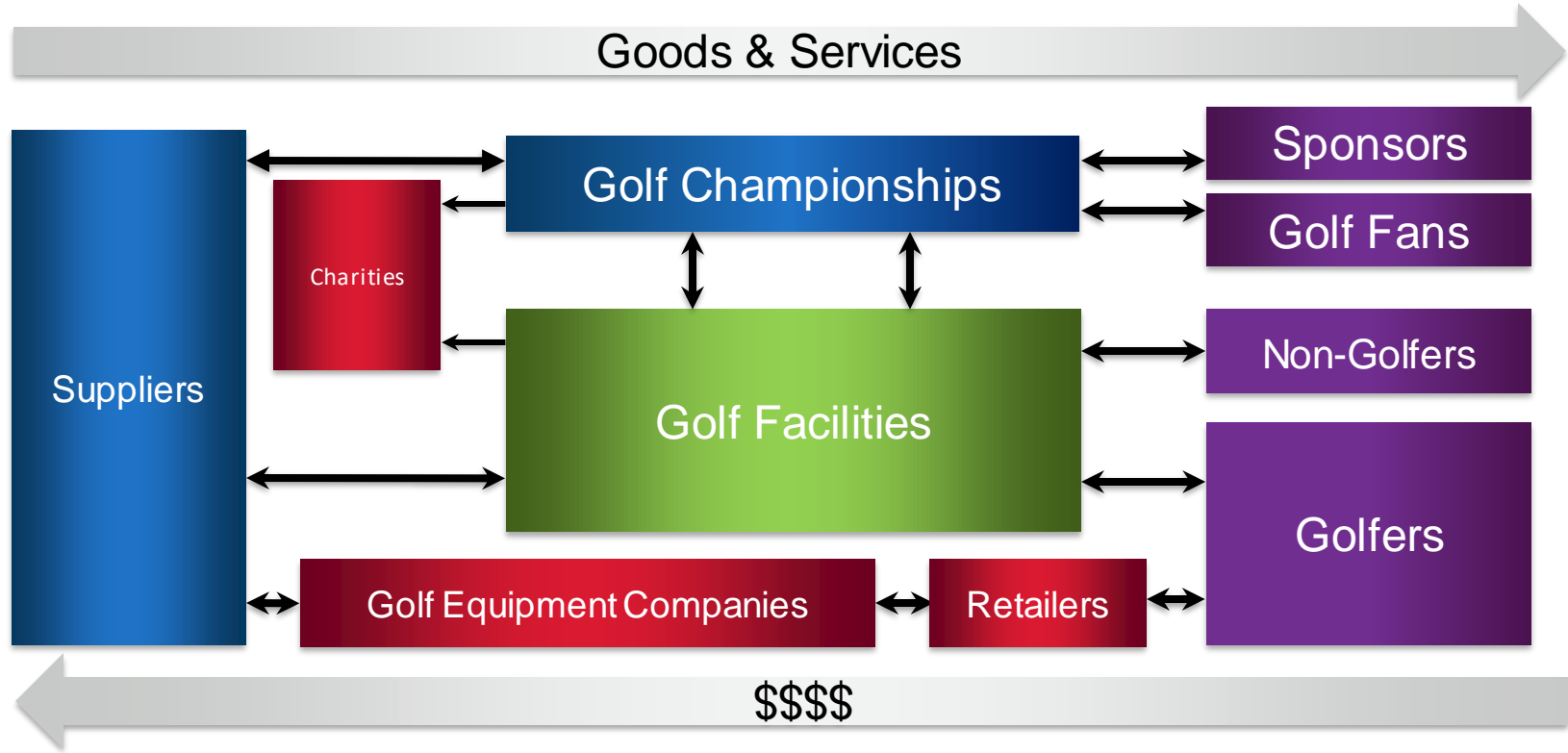
Golf's Economy & Value Chains

Golf Economy in the U.S.

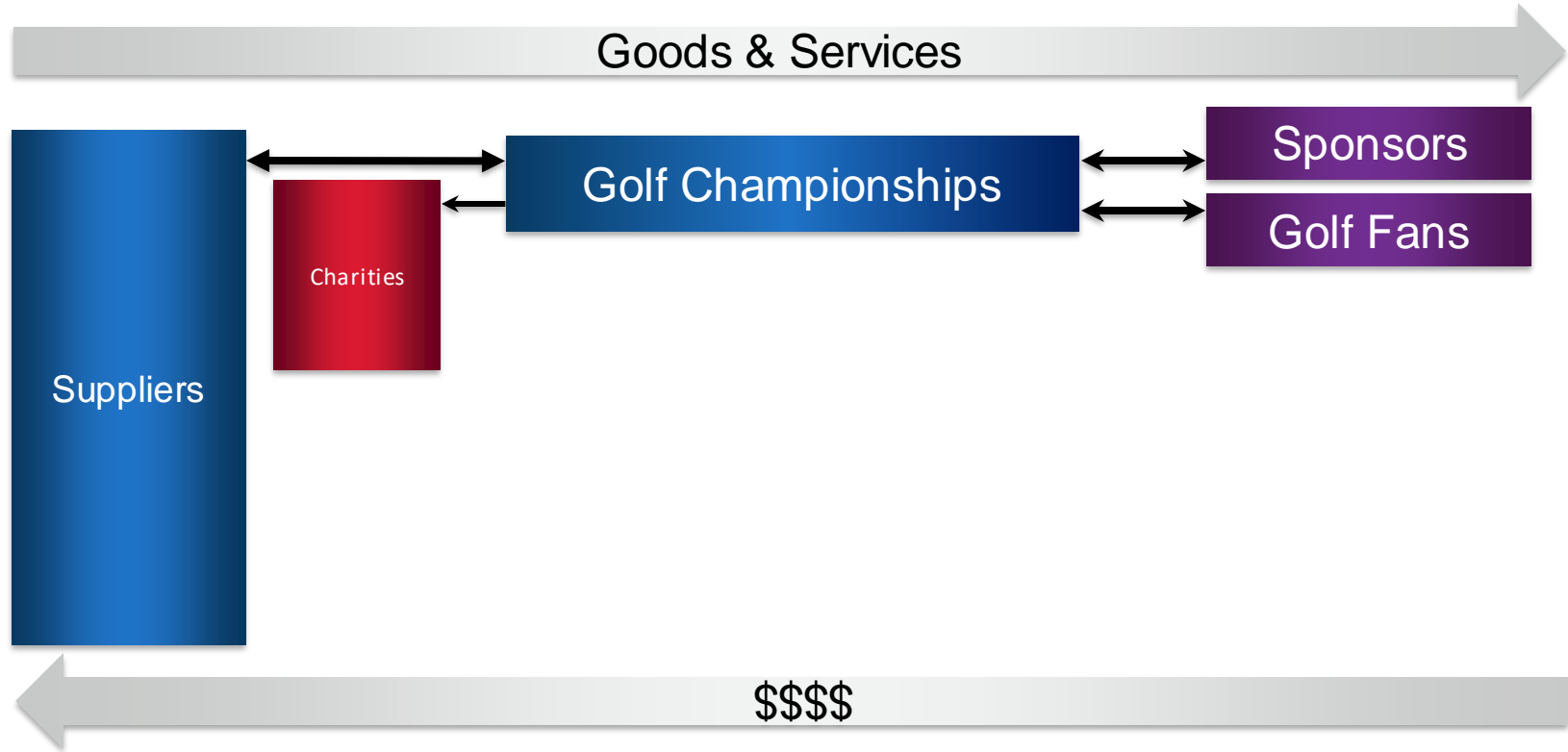
Economic Value 2016 (\$ billion)



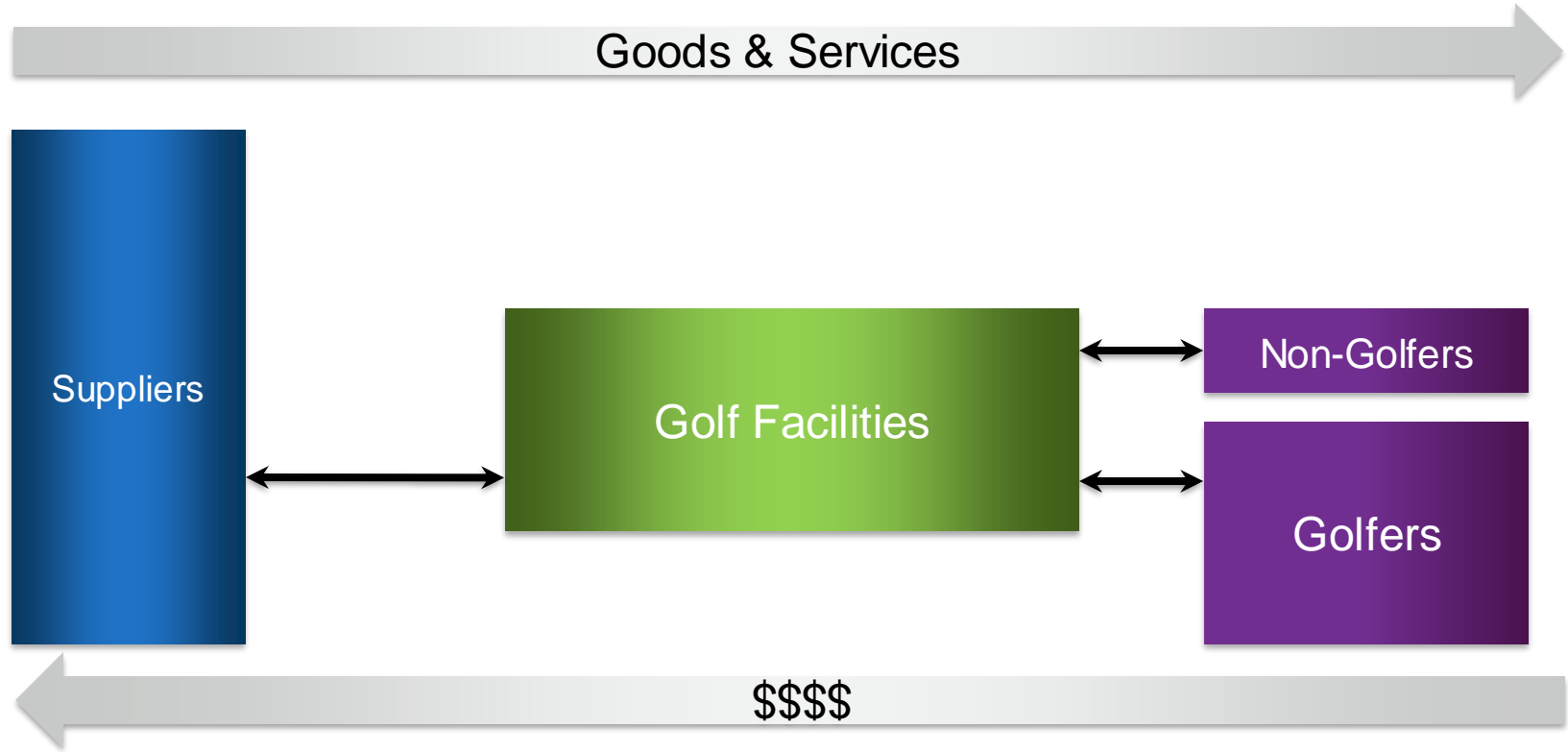
Simplified Golf Economy in the U.S.



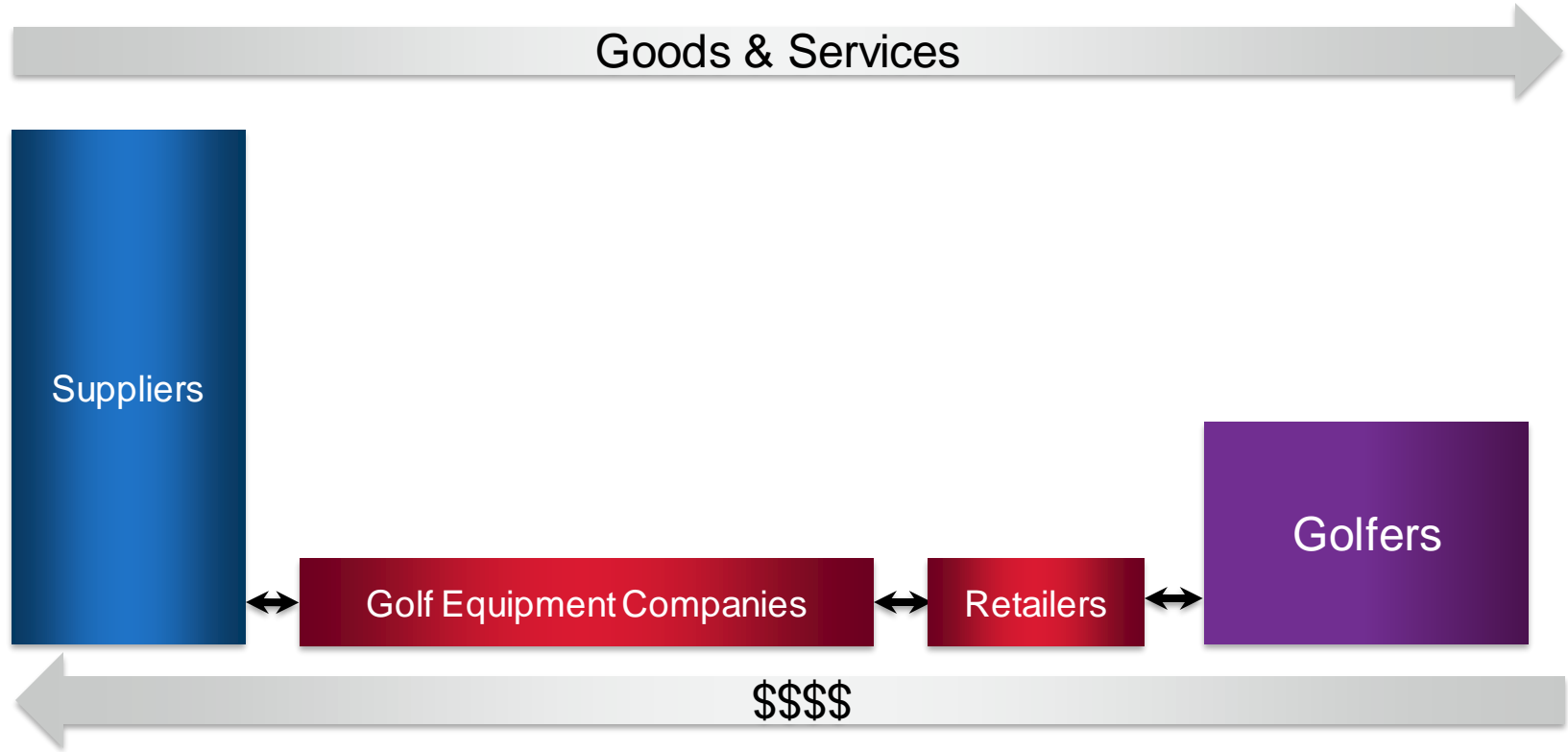
Golf's Value Chains: Golf Championships



Golf's Value Chains: Golf Facilities



Golf's Value Chains: Golf Equipment



Poll Question

Which value chain in the U.S. is the largest (total \$\$\$)?

- 1 / Golf championships
- 2 / Golf facilities
- 3 / Golf equipment companies

Answer

Which value chain in the U.S. is the largest (total \$\$\$)?

- 1 / Golf championships
- 2 / Golf facilities: 67% of total golf economy!**
- 3 / Golf equipment companies



Innovation within Golf's Value Chains

Innovation vs. Investment

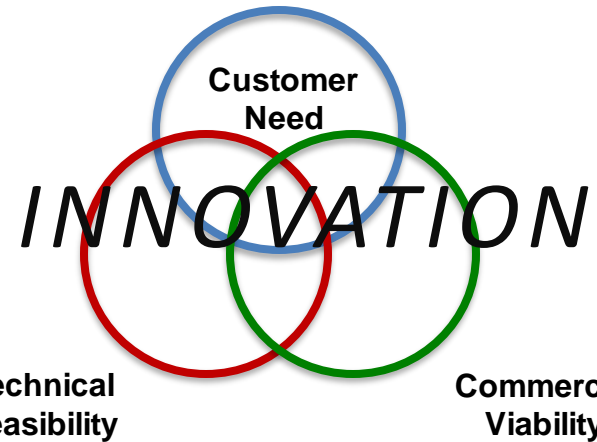
Investment

[Today's Technology]



Innovation

[Tomorrow's Technology]



Poll Question

In your opinion, which value chain is the most innovative?

- 1 / Golf championships
- 2 / Golf facilities
- 3 / Golf equipment companies

Championships Innovate to Attract Fans

1. Increase entertainment value
2. Improve competition (course conditioning or setup)









USA



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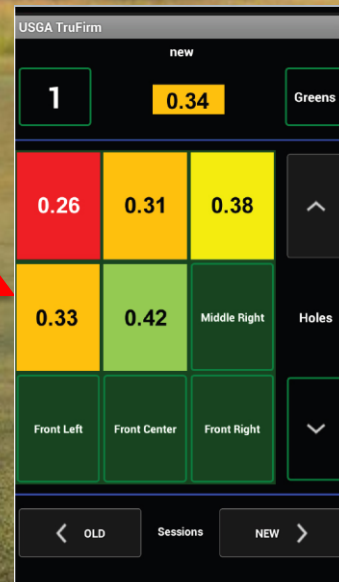
+4

76

T68 **RAI**

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73



Equipment Companies

1. Develop New Products

- Hybrid products
- Golfer apps
- Training aids



2. Improve Existing Products

- New features
- Improved performance
- Improved quality



Poll Question

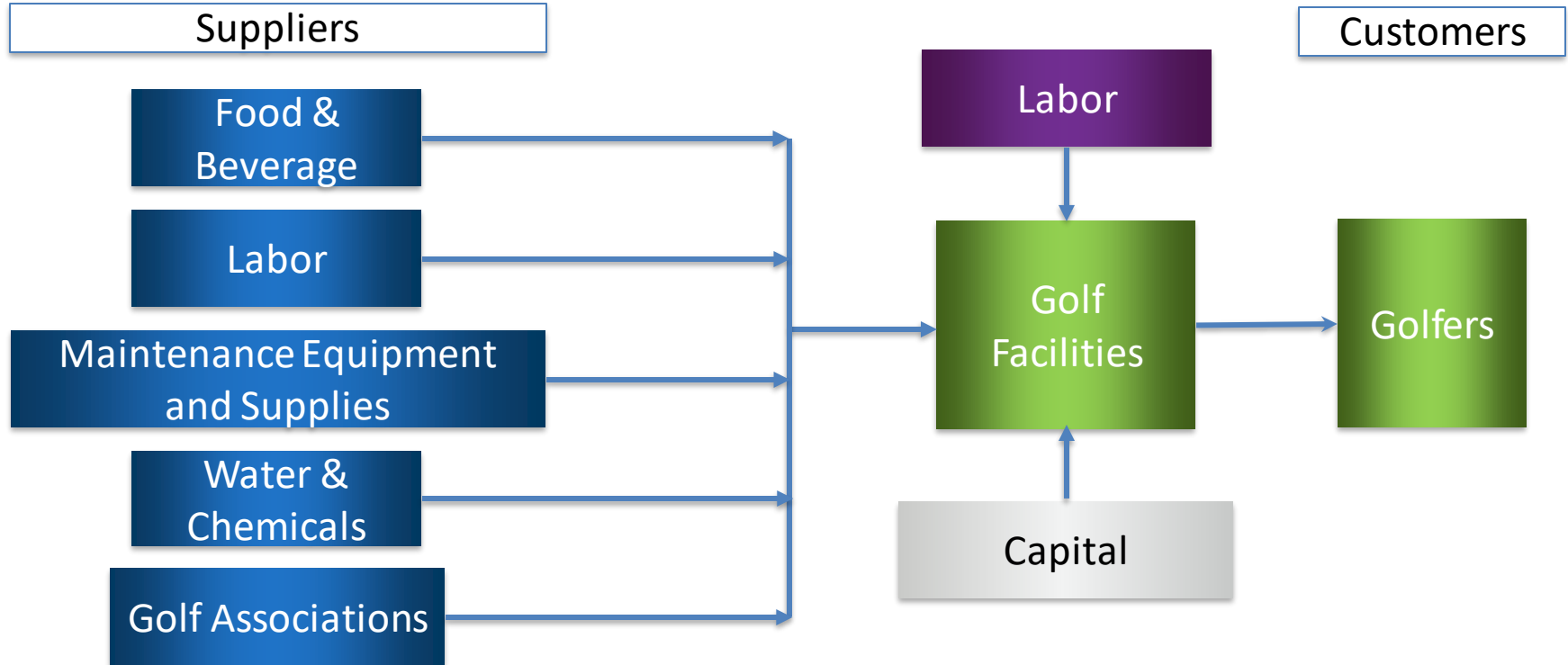
In your opinion, how different is the on-course, green grass golfer experience today versus 20 years ago?

- 1 / Very different
- 2 / Somewhat different
- 3 / Slightly different
- 4 / Nearly the same



Facilities Value Chain: A Closer Look

Golf Facility Value Chain: Details



What If?



Would these types of innovations improve the golfer experience and benefit facilities?

A serene landscape featuring a lush green golf course in the foreground, a calm body of water reflecting the sky and surrounding trees, and a dense forested hill in the background. The scene is captured in a soft, slightly hazy light, possibly during dawn or dusk. The text "Final Thoughts" is centered over the image in a clean, white, sans-serif font.

Final Thoughts

Golf Facilities *Must* Innovate and Invest

- Earlier we asked the poll question about golf facility innovation over the last 20 years.
- **Now consider the last 50 years**
- Think of the innovation in equipment over the last 50 years...
- Consider the changes in golf championships over the last 50 years...

A scenic photograph of a golf course at sunrise. The sky is a warm, hazy orange. In the background, there are rolling hills and mountains. A line of trees separates the foreground from the background. In the middle ground, two golfers are walking away from the camera across a lush green field. They are carrying golf bags. The overall atmosphere is peaceful and serene.

Thank you!

5th Golf Innovation Symposium

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