

BOGEY TO BIRDIE

**The positive impact of COVID-19 on the
changing golf industry**

THE QUIRKS EVENT

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Your Speakers



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OvationMR

The golf Industry

Is not the TV Productions
you watch every weekend

It is:

**Golf courses, with rounds
of golf being paid for**

Associated business includes:

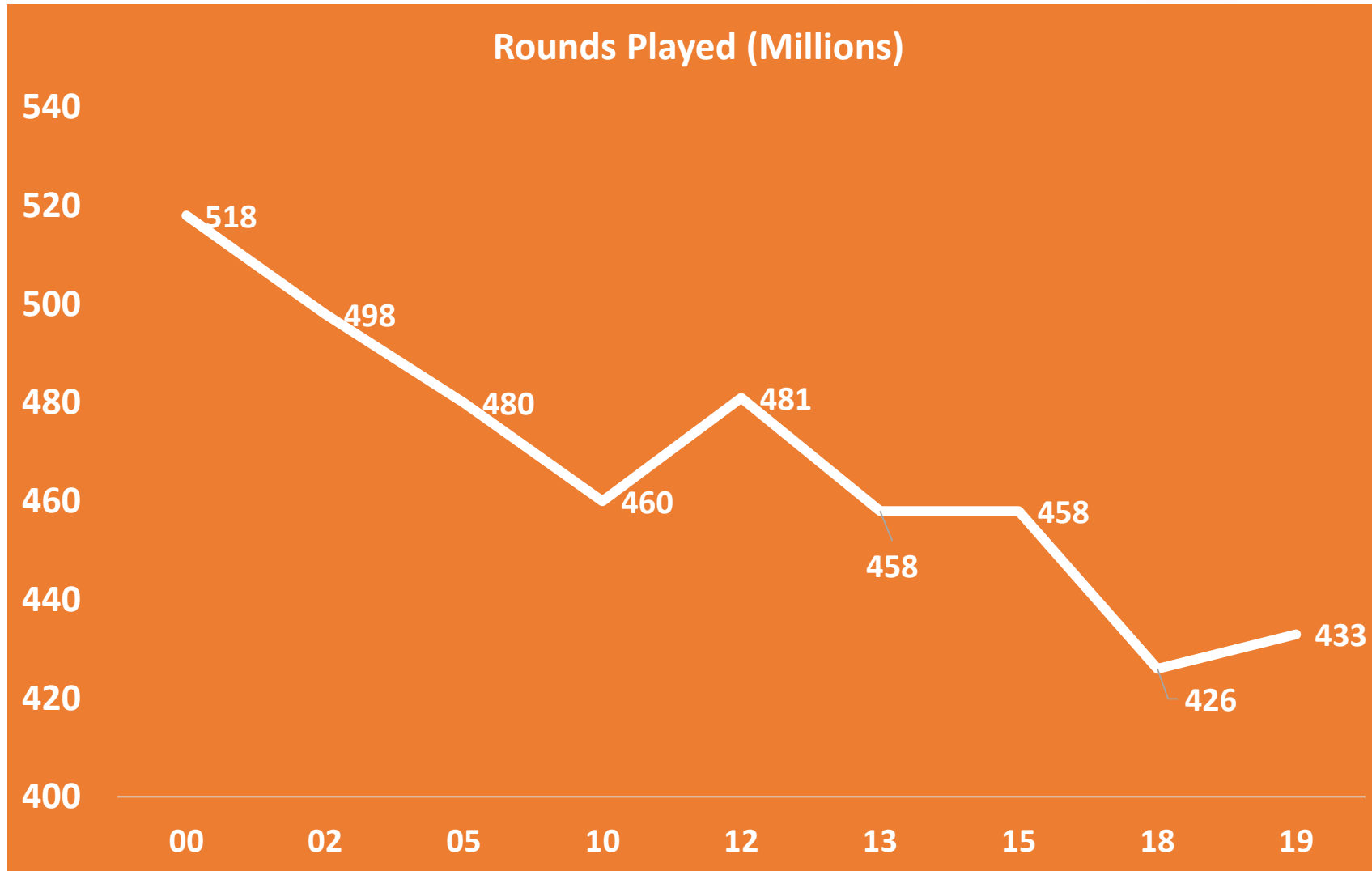
- Golf equipment
- Clothing / shoes
- Fertilizer/herbicide
- Maintenance equipment
- And more...



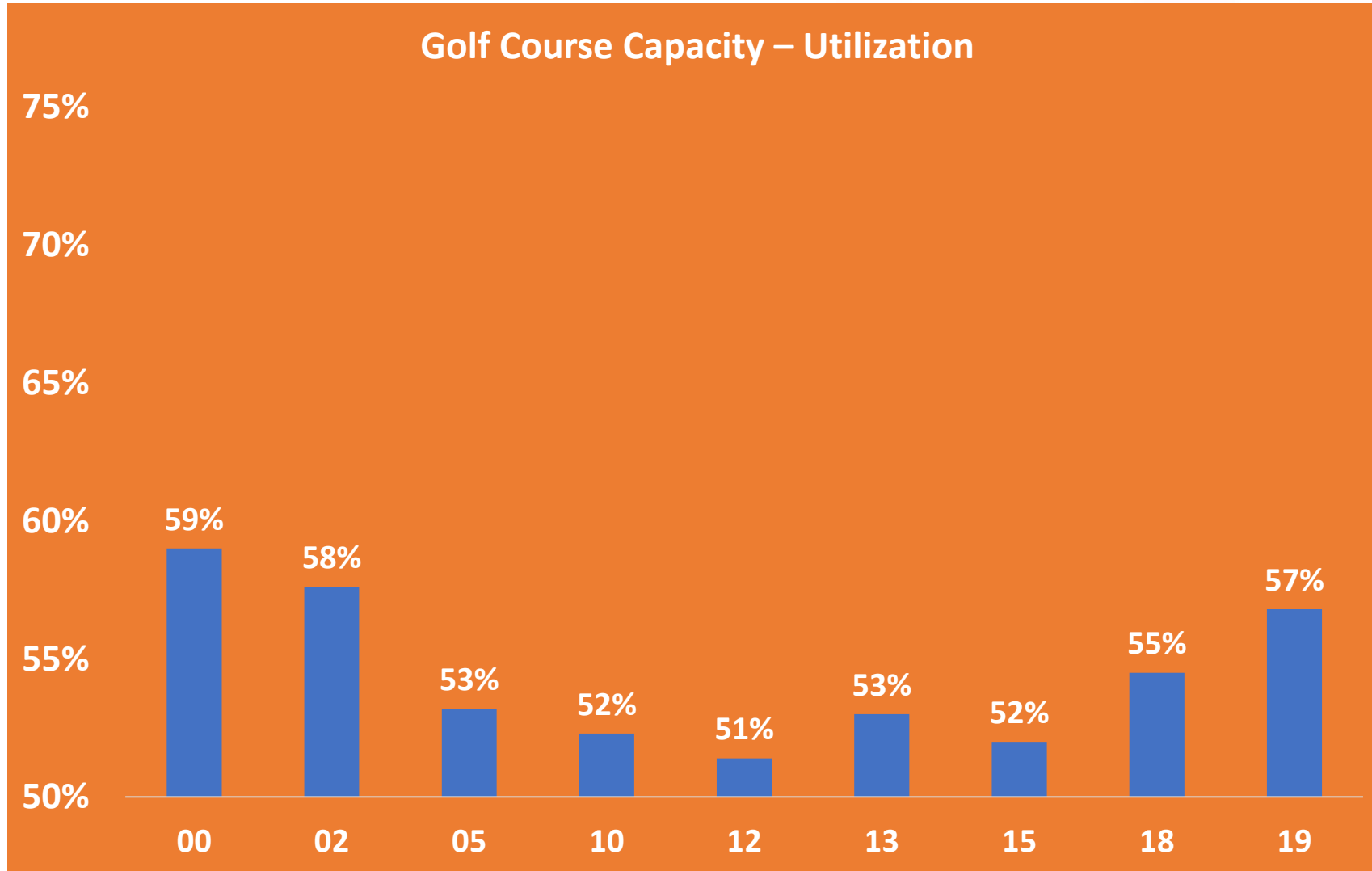
Golf Industry Freefall



Decline in Rounds of Golf Played



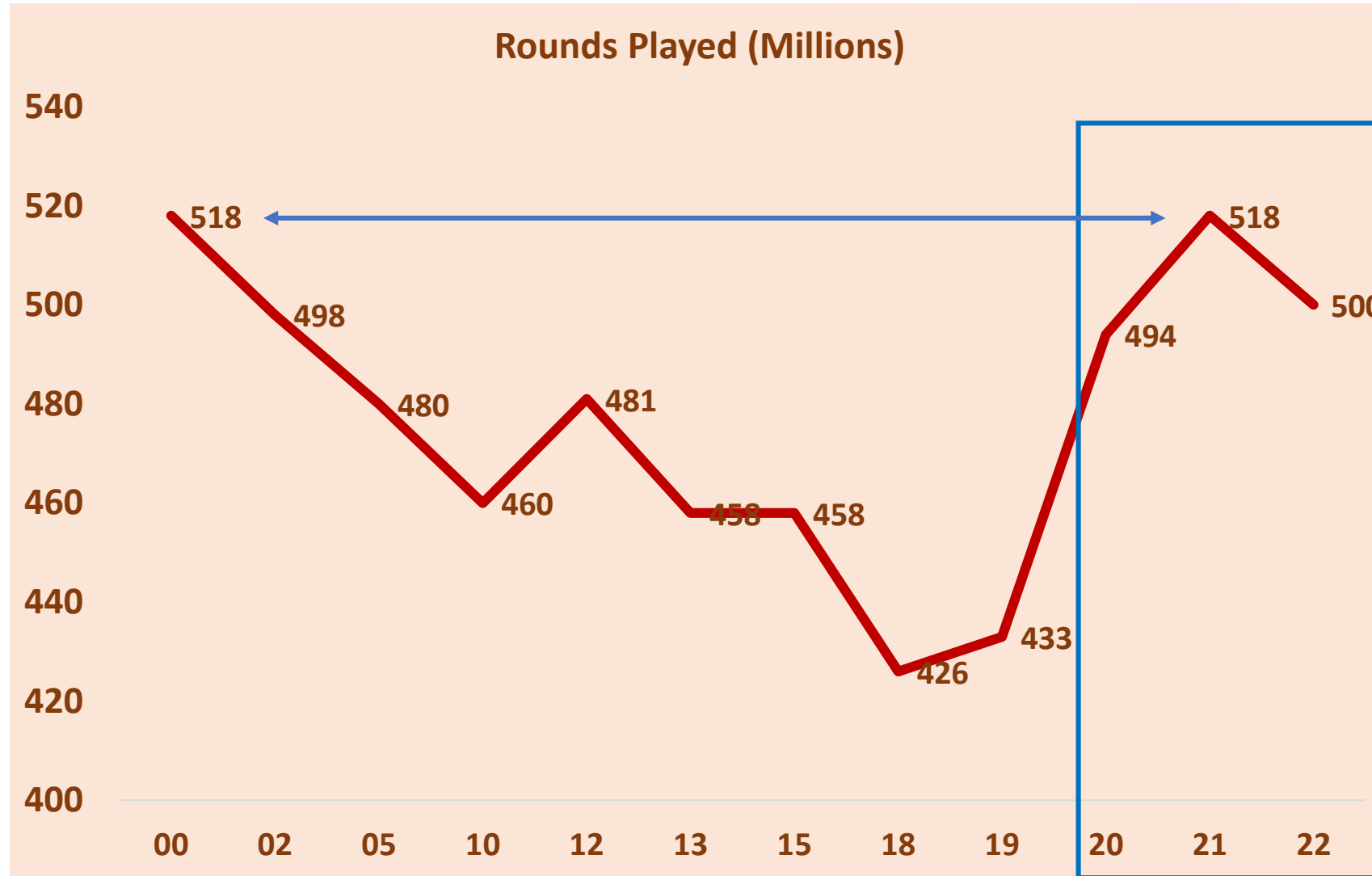
Golf Course Usage Declining as Well



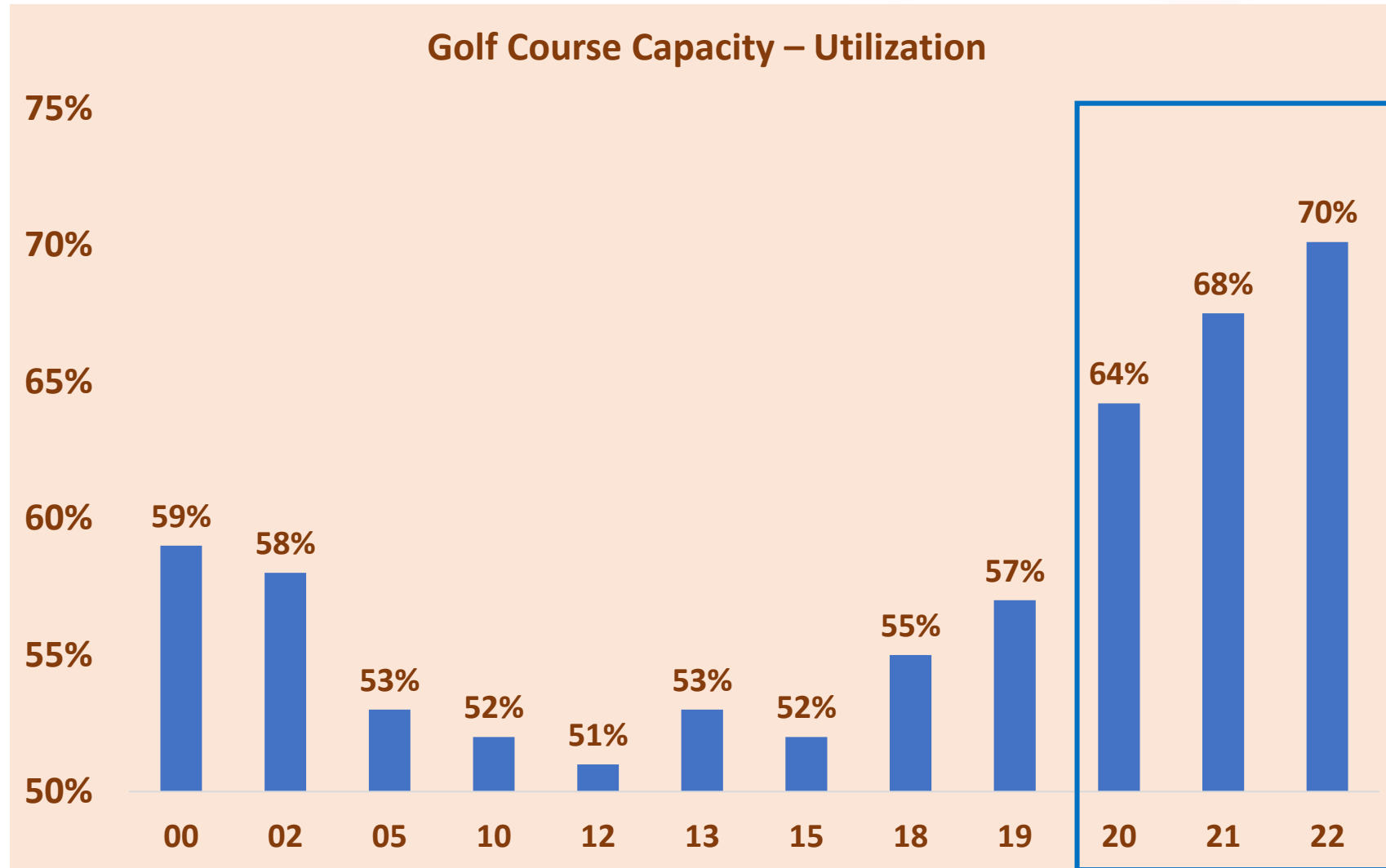


Covid Upended Everything

Skyrocketing Demand for Golf



Golf Course Capacity Boom



OvationMR and Pellucid Research Study



- **What's the market look like?**
- **Where are the new rounds coming from?**
 - **New users? Increased activity?**
- **Are this activity temporary, or will it "stick?"**
- **What's the impact on golf equipment brands and purchasing?**

Marketing Research Study Overview

- Online consumer survey
- USA, balanced by population distribution
- Initial Study: January 2022 N=1,750
- Updated study: February 2023 N=1,190

New Golfers
Wave 1=750
Wave 2=470

**Veteran
Golfers**
Wave 1=750
Wave 2=545

**Lapsed
Golfers**
Wave 1=250
Wave 2=175

New Golfers: Why Start Now?

Because I was bored at home! It was "stay at home season" because of the pandemic breakout. I wanted to have something to do during my free time and still practice some social distancing.

I started golfing during the covid 19 pandemic because of all the restrictions that were put in place. Places I would go such as the beach were all closed down. Golfing was one of the things that they actually allowed people to do. It gave me peace of mind and helped me to take my mind off of Covid. It helped to focus on the game and not what is going on around me. It calmed me down and helped me to enjoy life when Covid was going on.



Who were the 2020/2021 “Covid-Golfers?”

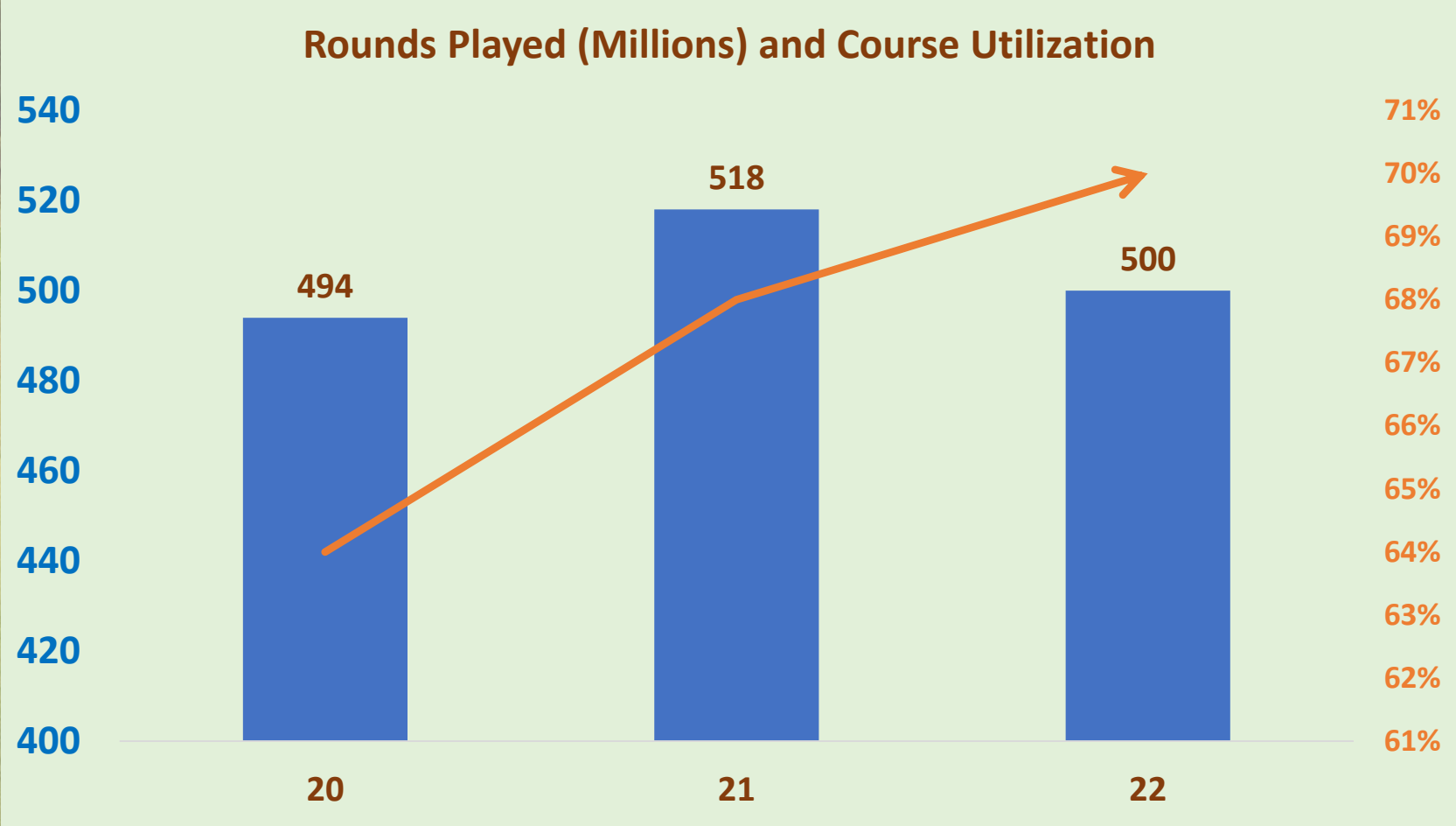
New Covid Golfers

- 79% are “Casual Golfers”
 - 1 in 5 are “Committed”
- 44% in the South region of US
- Average age 36
- 28% non-white
- 15% Hispanic/Latino
- 44% urban/city
- \$75k Avg +HH Income
- 1.7 rounds per month

Veteran Golfers

- 80% are “Casual Golfers”
 - 1 in 5 are “Committed”
- 36% in the South region of US
- Average age 43
- 16% non-white
- 11% Hispanic/Latino
- 43% suburb
- \$85k Avg +HH Income
- 2.8 rounds per month

Resurgent Interest in Golf – Did It Stick?



78%
Of those who started during Covid continued to play in 2022

Drop-outs: Reasons Why

47%

Work /
Schedule /
Lack of time

12%

Lost interest /
Other
activities
more fun

18%

Medical-
related

7%

Cost /
Expense-
related

Covid-Golfers Profile: 2023 Comparison

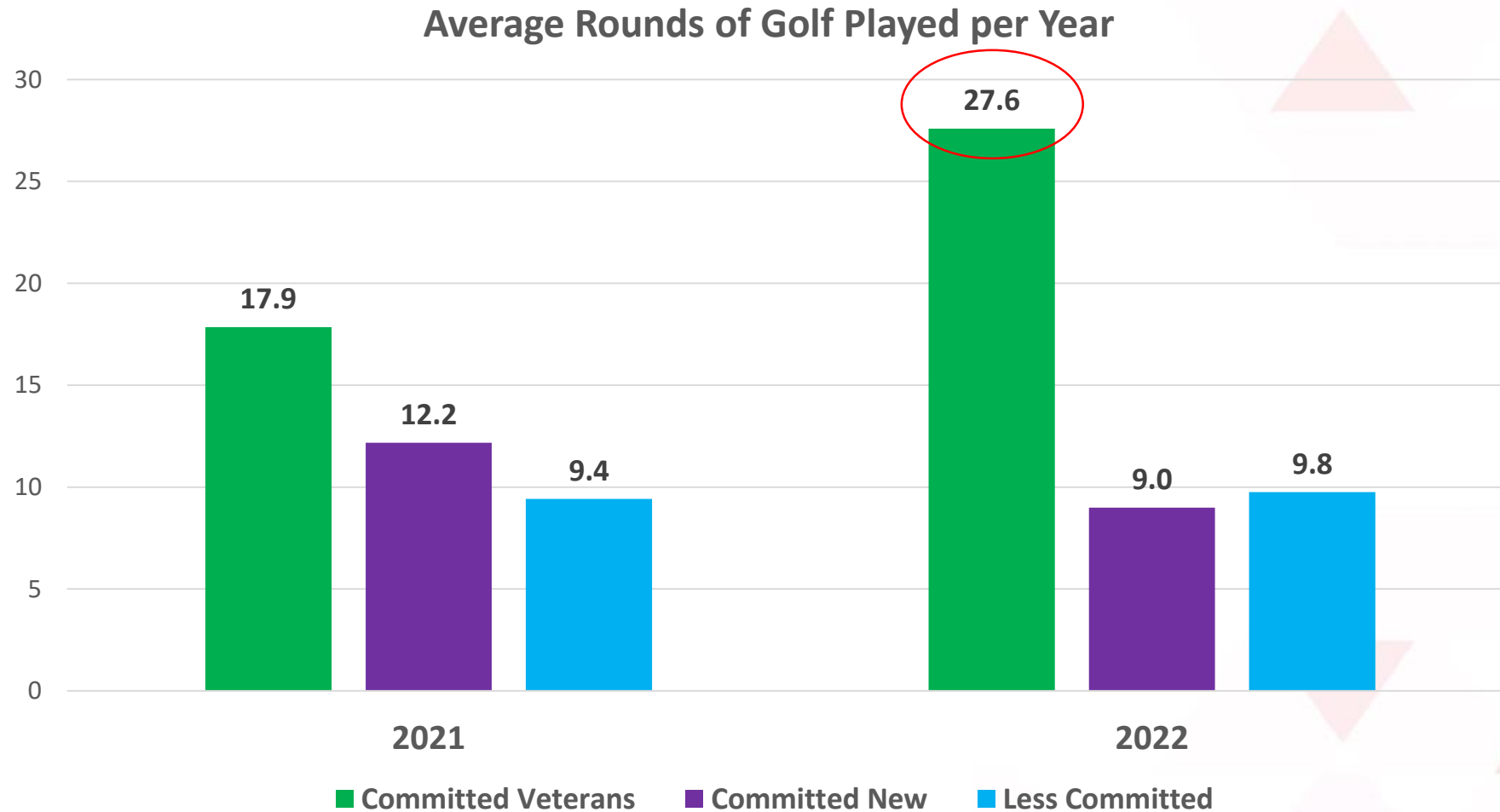
2020/2021 New Covid Golfers

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2023 – Continue to Play

- 82% are “Casual Golfers”
- 43% in the South region of US
- Average age 41
- 25% non-white
- 14% Hispanic/Latino
- 49% urban/city
- \$78k Avg +HH Income

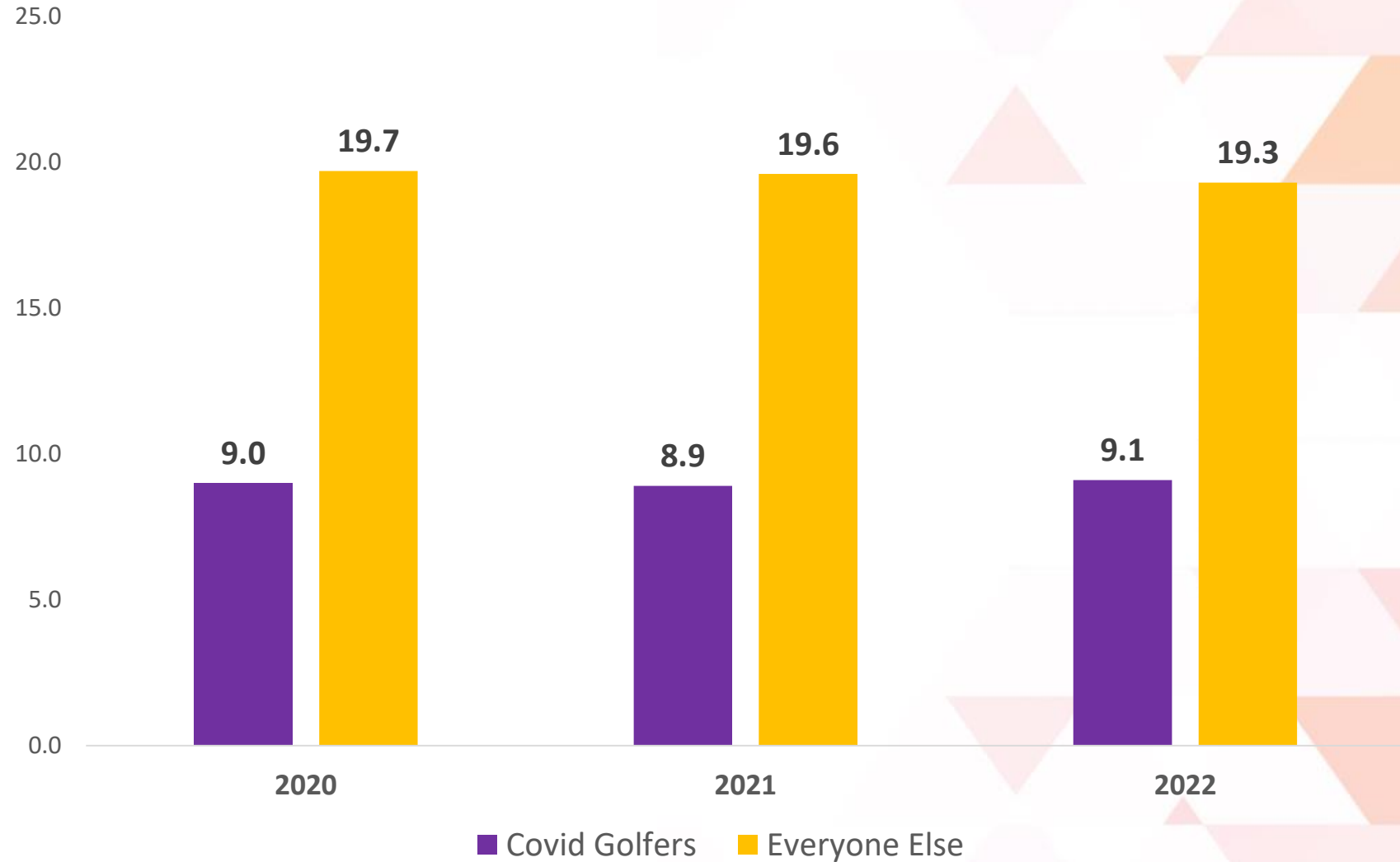
Did the Gain in Golf Come from COVIDers or Veterans?



Annual Rounds of Golf

Covid Golfers vs Others

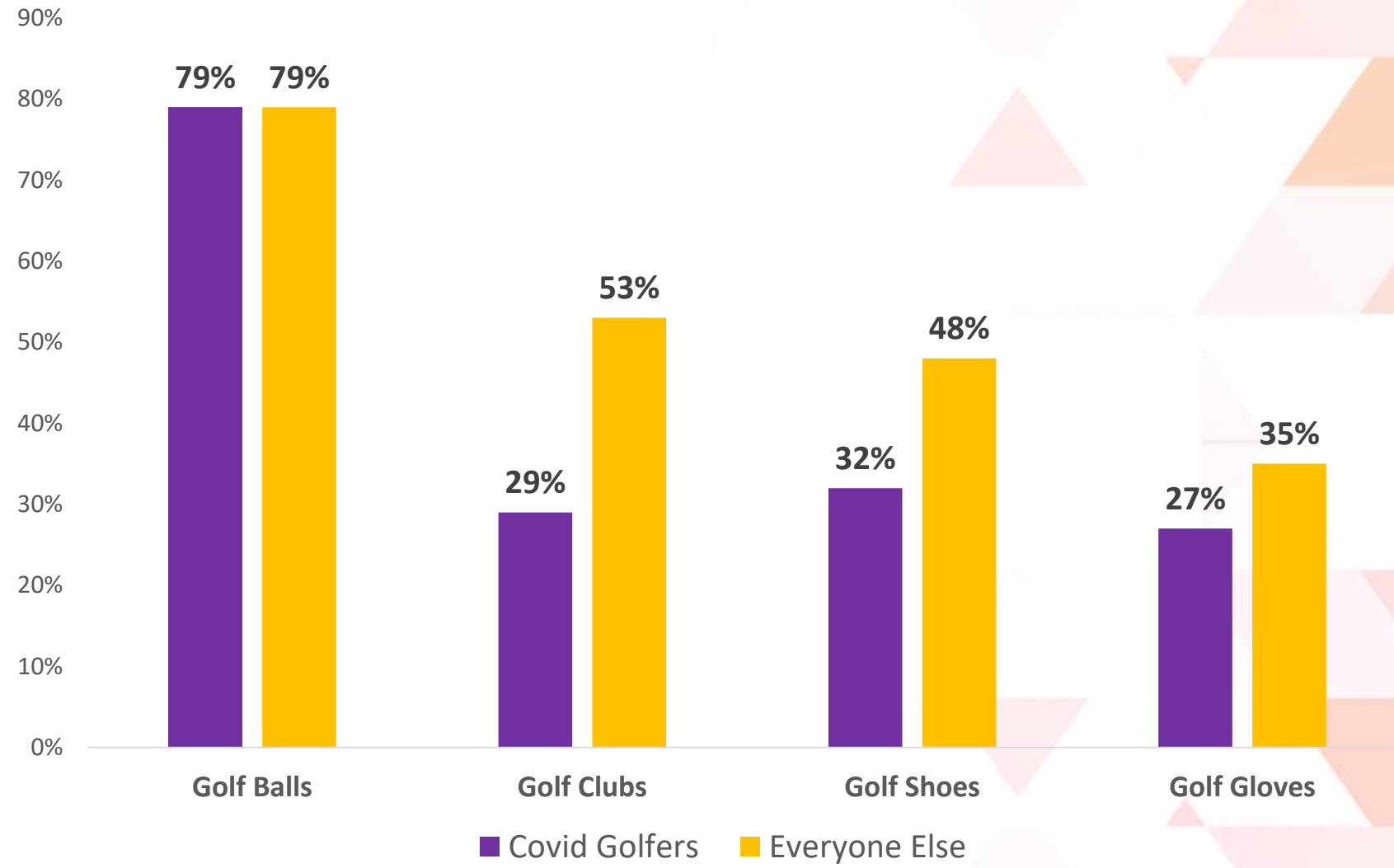
Average Rounds of Golf Played by Year



Spending on Equipment

Covid Golfers vs Others

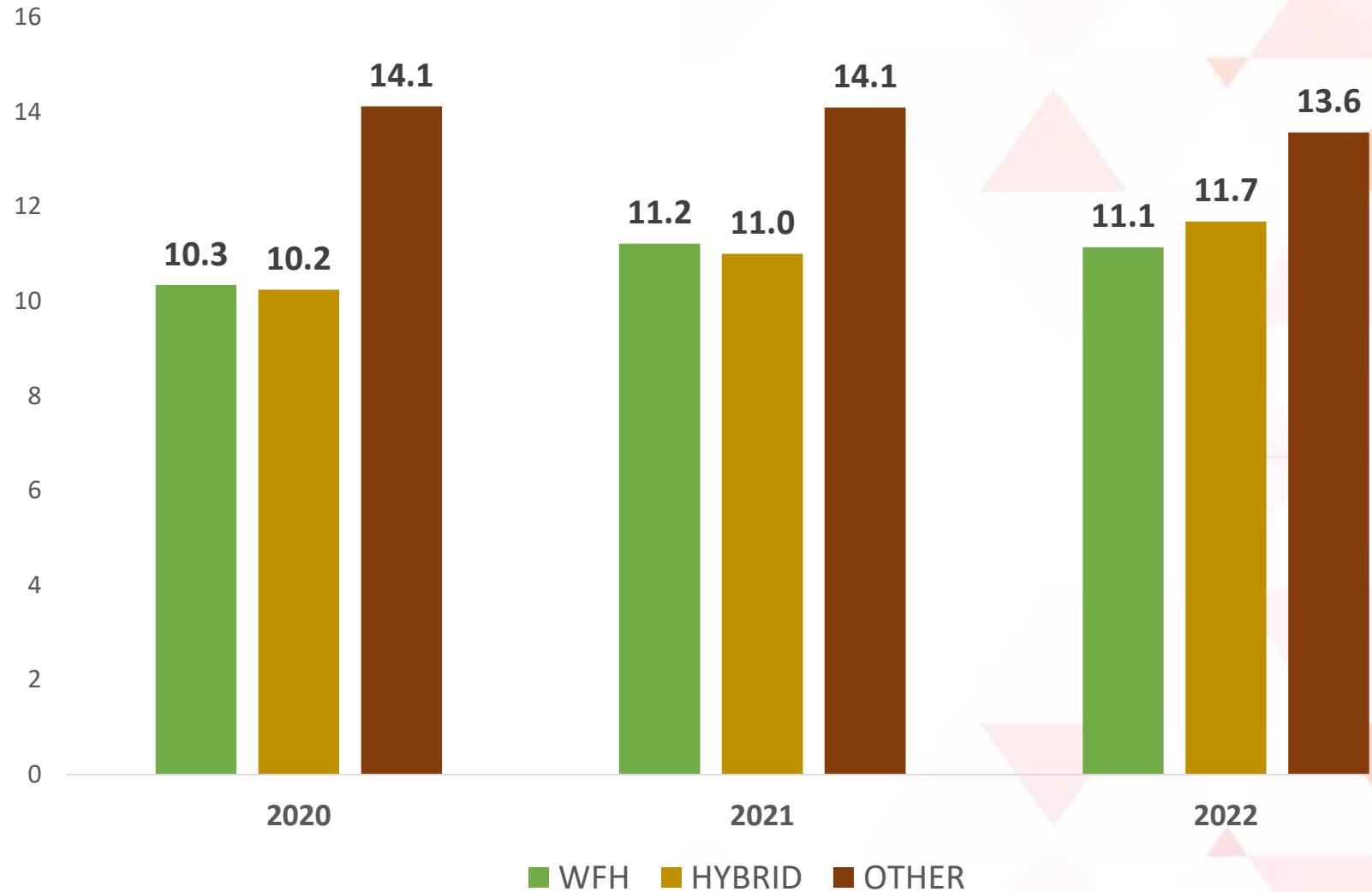
Purchased Selected Equipment – Past Two Years



Work From Home

Time for More Golf?

Average Rounds of Golf Played by Year



Summary

- **The Pandemic revived the golf industry**
- **Golf represents the opportunity to get outside, exercise, and challenge oneself**
- **New golfers represent less traditional demographic groups**
- **“Covid golfers” appear to staying with the game**
- **New golfers are spending on equipment**



Q & A

