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FOR INFORMATION

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GOLF 20/20 COMMISSIONS FIRST EVER RESEARCH PROJECT ON ALTERNATIVE GOLF FACILITIES AND THEIR IMPACT ON THE GAME

GOLF 20/20, the growth initiative of the golf industry started early last year, will undertake the first research project to analyze alternative golf facilities and their impact on traditional golf courses. *GOLF 20/20* commissioned the golf and sports consulting firm *Sportometrics* to perform this important research for the golf industry.

The primary objective of the study is to learn more about the role of alternative golf facilities in the game of golf. Alternative golf facilities include par three courses, executive courses, courses of non-traditional hole configuration and stand-alone driving range facilities. The study performed by *Sportometrics* will first compile a database of alternative golf facilities, provide summary statistics by state and region, and determine a successful business model. Next the study will determine if alternative golf facilities are complements or substitutes to traditional golf courses. In other words, are alternative golf facilities feeders for traditional courses or are they siphoning golfers from traditional courses. This is an important issue to the golf industry, The First Tee and vital to the growth initiative of *GOLF 20/20*. The study will further identify the characteristics of golf markets where alternative golf facilities act as feeders to traditional courses. Using these market characteristics *Sportometrics* will identify similar markets where alternative golf facilities can be introduced to grow golf.

The alternative facility research will analyze the impact of over 3 thousand alternative facilities on more than 10 thousand traditional courses. *Sportometrics* is working closely with the National Golf Foundation, United States Golf Association, and the Golf Range Association of America to ensure the quality of the data used in the research. The National Golf Foundation will also be overseeing the development of this research as well as other research initiatives on behalf of *GOLF 20/20*.

The principals at *Sportometrics* are President Dr. Peter Melvin and the Director of Research Dr. Robert McCormick. "We are excited to be a part of the collaborative research effort put forth by *GOLF 20/20*," stated Melvin. "We look forward to determining scientific answers to the important questions concerning alternative golf facilities and their impact on our great game."