

NGCOA Canada Quarterly Pulse Survey

NGCOA Canada's Quarterly Pulse Surveys provides operational benchmarking data to assist you in developing strategies for your operation. Surveys are released in February, May, and August annually and focus on one aspect of a golf operation.

Results

Our May 2024 survey focused on **tournament business**. Results were separated to show the differences based on type of facility.

Define Tournament Business

	Private Clubs	Semi-Private & Public Clubs	All Respondents
Bookings of 4 groups or more	69%	62%	63%
Events with a shotgun start	20%	30%	28%
Events we organize for our members	11%	6%	7%
Other	0%	2%	2%
	100%	100%	100%

For almost two-thirds of the respondents 'tournament business' means any bookings of 4 foursomes or more. For slightly less than one-third it means only events involving a shotgun start.

Tournament Pricing Breakdown

	Private Clubs	Semi-Private & Public Clubs	All Respondents
Standard Rates Apply	10%	33%	28%
Discounts Afforded	10%	14%	14%
Premium Added	77%	16%	28%
Depends on Numbers	3%	37%	30%
	100%	100%	100%

The majority of respondents either charge standard rates or add a premium for tournament bookings. Premiums (over guest fees) are the norm at almost 8 of 10 private clubs. About a third of respondents set their tournament rates dependent upon the size of the group.

Proportion of Total Golf Revenue from Tournament Business

	Private Clubs	Semi-Private & Public Clubs	All Respondents
0% - No Tournaments	3%	1%	1%
1 – 10%	91%	51%	60%
11 – 20% Vacant	3%	40%	32%
21-30% Vacant	3%	7%	6%
More than 30%	-	1%	1%
	100%	100%	100%

For most of our respondents tournament business generates between 1 and 10% of their total golf income. About one-third earn between 11 and 20% from tournament business and these are almost exclusively public or semi-private courses.

Days Permitted for Tournament Bookings

	Private Clubs	Semi-Private & Public Clubs	All Respondents
All Days of the Week	0%	65%	52%
Any Day Except Weekends	6%	6%	6%
Certain Days Only	86%	27%	39%
Not Applicable/Answered	8%	2%	3%
	100%	100%	100%

Generally speaking clubs host tournaments throughout the week, with some restrictions at about 40% - presumably when leagues and/or member play occupy the tee sheet. Perhaps surprisingly, only 6% of respondents rule out weekends for tournament play.

Prime Time Tournament Bookings Permitted

	Private Clubs	Semi-Private & Public	All Respondents
Yes	9%	70%	58%
No	90%	29%	41%
Not Applicable/Answered	1%	1%	1%
	100%	100%	100%

7 of 10 public clubs allow tournament bookings in “prime” tee times, while private clubs almost universally do not.

Power Cart Mandatory for Tournament Bookings

	Private Clubs	Semi-Private & Public Clubs	All Respondents
Yes	91%	49%	58%
No	9%	51%	42%
All	100%	100%	100%

Mandatory carts for tournaments are the rule at almost all private clubs, but applicable just half the time at public or semi-private courses.