

NGCOA Canada's *Quarterly Pulse Surveys*, presented by Deluxe Payroll, 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 August 2022 survey focused on **Course Food & Beverage Services** and results were separated to show the differences based on type of facility.

Delivery Methods For On Course F&B Service

	PRIVATE CLUBS	SEMI-PRIVATE	DAILY FEE/RESORT	ALL RESPONDENTS
No On Course F&B	12%	7%	19%	13%
A Half-way House	47%	20%	15%	20%
Single Beverage Cart	-	22%	20%	19%
Multiple Beverage Carts	-	5%	4%	4%
Half-way House and Cart(s)	41%	46%	42%	44%
	100%	100%	100%	100%

The single most common delivery method for on course F&B is a combination of half-way house and circulating beverage cart. This arrangement is utilized by just under half of our respondents. Very few clubs operate only with multiple mobile carts, and about 1 in 5 use just a single cart. 64% of respondents utilize a half-way house.

Schedule For On Course Services

	Private Clubs	Semi-Private Clubs	Daily Fee/Resort	All Respondents
N/A No on course F&B	12%	7%	19%	13%
7 days a week	88%	63%	52%	61%
Only on certain days	-	30%	29%	26%
	100%	100%	100%	100%

Some form of on-course F&B is provided at almost all clubs surveyed, with service 7 days a week provided by the majority.

Are Products Sold On-Course Priced The Same As In The Clubhouse?

	Private Clubs	Semi-Private	Daily Fee/Resort	All Respondents
Yes	65%	85%	78%	79%
No	23%	8%	3%	8%
N/A No on course F&B	12%	7%	19%	13%
	100%	100%	100%	100%

Although it likely costs more to deliver F&B on the course, the vast majority of operators price products the same as in the clubhouse.

Do Prices Of Products Sold On-Course Include A Mandatory Gratuity?

	Private Clubs	Semi-Private	Daily Fee/Resort	All Respondents
N/A No on-course F&B	12%	7%	19%	13%
Yes	46%	3%	-	7%
No	42%	90%	81%	80%
	100%	100%	100%	100%

Including a gratuity with the product price is almost exclusively a private club practice.

How Do You Characterize The Matter Of Golfers Bringing Own Alcohol?

	PRIVATE CLUBS	SEMI-PRIVATE	DAILY FEE/RESORT	ALL RESPONDENTS
An infrequent annoyance	71%	45%	41%	46%
A frequent, ongoing issue	29%	48%	45%	45%
A major problem	-	7%	14%	9%
	100%	100%	100%	100%

While not perceived to be a major problem by many, the golfer practice of bringing their own alcohol is widespread and occurs at all types of courses. It is judged to be an “ongoing issue” or “major problem” at more than half of our respondents.

Of On-Course Personnel To Staff A Normal Week

	Private Clubs	Semi-Private Clubs	Daily Fee/Resort	All Respondents
N/A No on-course	12%	7%	19%	13%
1	6%	13%	16%	14%
2	6%	15%	21%	17%
3	6%	15%	10%	12%
4	24%	22%	9%	15%
More than 4	46%	28%	25%	29%
	100%	100%	100%	100%

A variety of staffing arrangements is evident. With somewhere between 60 and 80 hours of service required weekly, three quarters of clubs utilize at least 2 employees to deliver F&B on the course.