



# THE FLORIDA GOLF ECONOMY

## SUMMARY

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GOLF 20/20 for the  
Florida Golf Impact Task Force  
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## The Economic Impact of Florida Golf

Florida's \$8.2 billion golf industry generated a total economic impact of \$11.0 billion in 2013, supporting over 132,000 jobs with wage income of \$3.6 billion.

Florida is one of the largest golf states—measured by number of golf courses, golf communities, or championship events played each year. Beyond its recreational value, golf in the “Sunshine State” is a key industry, contributing to the vitality of Florida's economy.

In 2013, the size of Florida's direct golf economy was approximately \$8.2 billion. This is comparable to revenues generated by other key industries in the state, such as amusement and theme parks (\$5.4 billion), medical equipment and supplies manufacturing (\$6.5 billion), and agricultural products (\$8.3 billion).

Golf brings visitors to the state, spurs new residential construction, generates retail

sales, and creates demand for a myriad of goods and services. **In 2013, Florida's golf industry generated a total economic impact of \$11.0 billion, supporting over 132,000 jobs with \$3.6 billion of wage income.**

Despite a sharp decline in both new golf course and golf home construction in Florida over the six-year time period between the current and previous study (2007), golf remains a robust sector. Growth in golf facility revenue, golf-related tourism, and golf-related supplies have driven an expansion of the golf industry's total direct economic impact since 2007. The table below compares the size of Florida's golf economy in 2007 and 2013.

Florida's Golf Economy, 2013 versus 2007

Industry	2007	2013	2013 Total Impact				
	Direct (\$ M)	Direct (\$ M)	Indirect Impact	Induced Impact	Total Output (\$ M)	Total Jobs	Total Wage Income (\$ M)
<b>Golf Facility Operations</b>	\$3,449.4	\$4,111.8	→		\$5,777.4	76,992	\$1,918.5
<b>Golf Course Capital Investments*</b>	\$352.9	\$220.4	→		\$77.4	707	\$26.3
<b>Golf-Related Supplies</b>	\$206.1	\$215.2	→		\$311.7	3,309	\$98.1
<b>Tournaments &amp; Associations</b>	\$377.0	\$374.2	→		\$601.1	5,559	\$195.9
<b>Real Estate**</b>	\$1,382.4	\$1,086.3	→		\$1,166.1	10,661	\$395.9
<b>Hospitality/Tourism</b>	\$1,705.1	\$2,154.0	→		\$3,082.2	35,303	\$994.6
<b>TOTAL</b>	<b>\$7,472.9</b>	<b>\$8,161.9</b>	→		<b>\$11,015.9</b>	<b>132,532</b>	<b>\$3,629.3</b>

Note: To calculate golf's total economic impact, SRI subtracted from the direct golf economy impact of \$8,161.9 million the portion of capital investment that is investment in existing facilities (\$184.4 million of \$220.4 million) and the portion of real estate that is the realized golf premium associated with the sale of real estate in existing developments (\$545.3 million of \$1,086.3 million). This is because:

\*Golf course capital investments—Only new course construction has an indirect and induced economic impact. Other types of facility capital investment are typically financed through facility revenues and, therefore, are omitted to avoid double counting.

\*\*Real Estate—Only golf residential construction has an indirect and induced impact. The golf premium associated with golf real estate is considered a transfer of assets rather than new economic activity.

## Industries

The golf economy begins with the golf facilities themselves and with other core industries that produce goods and services used to operate facilities and to play the game (e.g., equipment and apparel, turf maintenance, course construction, club management). The game of golf further enables other industries, including golf tourism and golf real estate development.

## Core Industries

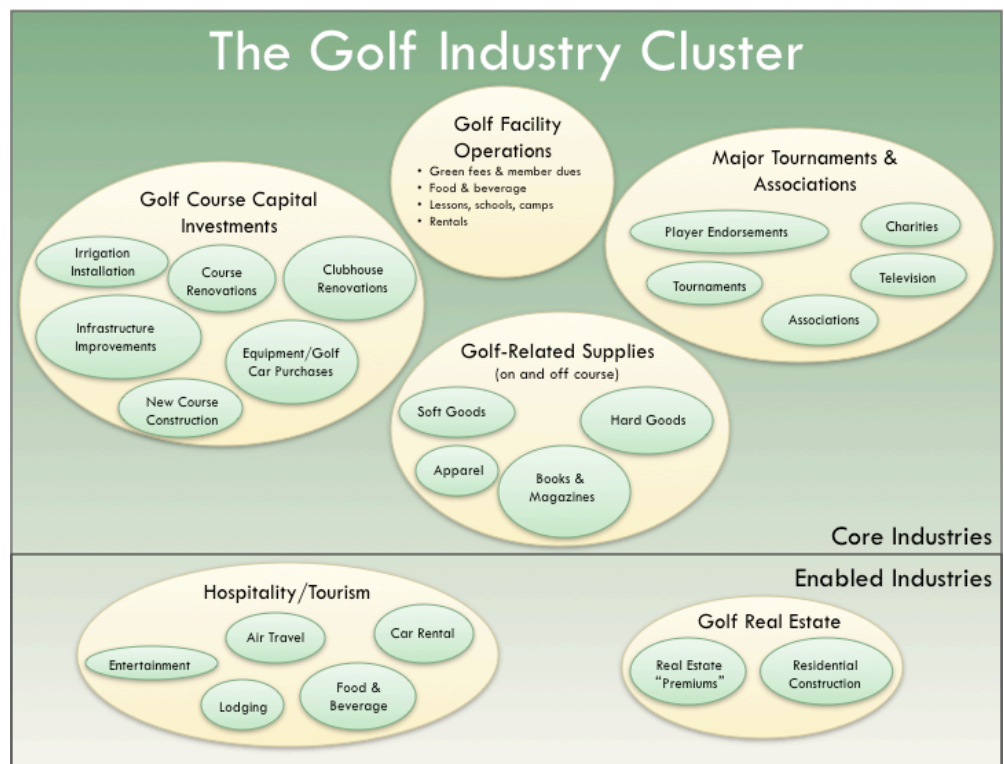
**Golf Facility Operations:** Florida's 1,103 golf courses, 93 stand-alone ranges, and 79 miniature golf facilities generated \$4.1 billion of revenues in 2013. Golf revenues exceeded the combined revenues of all other spectator sports—auto and horse racing, football, basketball, baseball, etc.

**Golf Course Capital Investments:** Florida's golf facilities made \$220.4 million of capital investments in 2013: \$184.5 million in existing facilities and \$35.9 million in the construction of new courses.

**Golf-Related Supplies:** Out-of-state value-added shipments of golf products by Florida manufacturers (e.g., Perry Ellis International, the apparel licensee of Callaway; Easy Picker Golf; Annwil; and

others) were approximately \$38.7 million in 2013. In addition, the margin made on state retail sales of golf equipment, apparel, and media totaled approximately \$176.5 million.

**Major Associations and Tournaments:** Several national golf associations have their headquarters in Florida, including The PGA of America, the PGA TOUR and LPGA, in addition to numerous state golf associations. In 2013, Florida-based golf associations generated approximately \$287.6 million in economic activity in the state. Florida hosted 11 major tournaments in 2013, including seven PGA TOUR events, generating approximately \$86.6 million in revenues.



## Enabled Industries

**Golf Real Estate:** Golf-related residential construction totaled \$541.0 million in 2013. The "golf premium" generated by sales in Florida's 524 golf communities was \$545.3 million.

**Hospitality/Tourism:** SRI estimates that golf drew day-trippers and tourists to courses in different parts of the state spurring \$2.2 billion in tourism spending in 2013.



## Future

The continued health and growth of the golf industry has a direct bearing on future jobs, commerce, economic development, and tax revenues for a large number of Florida's communities and industries.



### Size of Florida's Golf Economy in Comparison to Other Industries, 2013 (\$ billion)

Hotels & Motels	\$14.2
Agricultural Products	\$8.3
<b>Golf</b>	<b>\$8.2</b>
Medical Equipment & Supplies Manufacturing	\$6.5
Amusement & Theme Parks	\$5.4

Source for non-golf data: U.S. Census Bureau, 2007 Economic Census, Geographic Series: Amusement & Theme Parks (NAICS 71311), Medical Equipment & Supplies Manufacturing (NAICS 3391), and Hotels (except casino hotels) & Motels (NAICS 72111). 2007 revenues adjusted to 2013 dollars using the GDP deflator. U.S. Department of Agriculture, Economic Research Service (2013), "Top Commodities, Exports, and Counties," Florida State Fact Sheet.

- The importance of golf in Florida extends beyond the golf facilities themselves. With \$8.2 billion of direct economic activity in 2013, the sheer size of the game of golf makes it a major industry in its own right and a significant contributor to Florida's economy.
- Florida's golf industry is comparable in size to other important industries in the state, including amusement and theme parks, medical equipment and supplies manufacturing, agricultural products, and hotels and motels.
- In 2013, golf facility operations represented the largest golf industry segment in terms of revenue, followed by golf-related tourism and golf real estate.

### Florida Golf Gives Back

- Florida golf course owners, club managers, and PGA professionals to serve as access points for fundraising by local service organizations.
- Florida's golf industry makes substantial contributions to a variety of charities, and all major tour events played in the state raise significant funds for charitable organizations. For example, THE PLAYERS Championship, a PGA TOUR event, generated \$7.1 million for local charities in 2013. The ACE Group Classic, a Champions Tour event, has donated over \$3 million to various charities in the past 20 years, including the American Red Cross, the Alzheimer's Support Network, Big Brothers/Big Sisters Southwest Florida, Make-A-Wish Foundation, and many others.
- Charitable golf events organized at the local level also generate significant contributions for organizations across Florida. For example, the PGA Southwest Chapter's Tournament of Charities at Pelican Reserve raised funds for the Southwest Florida Addiction Services, PGA Art Soderholm Scholarship Fund, 1st Tee of Naples/Collier, and others. The Kings Point Golf for the Cure Tournament has raised over \$200,000 for the Susan G. Komen Foundation since 2006.
- The total amount of charitable giving attributed to the game of golf in Florida was roughly \$383.4 million in 2013.

The full version of The Florida Golf Economy report is available at:  
<http://www.golf2020.com/research/economic-impact-reports.aspx>