



THE ECONOMIC IMPACT OF NORTH CAROLINA GOLF

Executive Summary

The game of golf drives significant economic activity across the State of North Carolina. This impact includes not only direct golf facility operational expenditures and capital investments, but also golf-related manufacturing and retail spending, golf tourism, and new golf-related residential construction.

Key Findings

In 2016, North Carolina's \$2.366 billion of direct golf economy activity generated secondary and tertiary activity that resulted in:

- \$3.738 billion of direct, indirect, and induced economic output;
- 36,688 direct, indirect, and induced jobs;
- \$1.156 billion in wages and benefits; and
- \$434.6 million in Federal, state, and local tax revenue.

Study Highlights

- John Deere Turf Care, located in Fuquay-Varina, manufactured its 500,000 ZTrak™ mower in 2015. The facility manufactures golf mowers for the global market.

- North Carolina will host the PGA Championship at Quail Hollow in 2017 with significant anticipated economic impact.
- The Wyndham Championship, a PGA TOUR event played in Greensboro, set a record with 143,000 spectators over the four-day tournament in 2015.
- Golf day trips and overnight trips generated \$250.3 million in golf tourism expenditures.
- New golf communities with considerable build-out activity (i.e., over 100 new homes) occurred at 12 Oaks in Holly Springs; Anderson Creek, near Fort Bragg; Brunswick Forest at Cape Fear National; Connetsee Falls in Brevard, near the Nantahala National Forest; and St. James Plantation, near Bald Head Island.

Figure 1 North Carolina Golf's Total Economic Impact 2016

Direct Impact	Total Impact
Golf Economy Expenditures \$2.366 B 	 Economic Output  \$3.738 B
	 Employment  36,688
	 Wages and Benefits  \$1.156 B
	 Federal, State, Local Taxes  \$434.6 M

Source: TEconomy Partners, LLC



Table 1. North Carolina's Direct Golf Economy by Industry Segment: 2007, 2011 and 2016 (\$M)

	2007	2011	2016
CORE INDUSTRIES			
Golf Facility Operations	\$1030.8	\$1154.8	\$1125.8
Golf Course Capital Investments (investment and new construction)	\$153.2	\$86.4*	\$127.3
Golf-Related Supplies (retail and manufacturing)	\$281.9	\$353.6	\$356.8
Major Golf Tournaments and Associations	\$35.8	\$35.9	\$39.7
Golf Charitable Events	\$132.4	\$145.8	\$147.2
Total Core Industries	\$1,634.1	\$1,776.5	\$1,796.8
ENABLED INDUSTRIES			
Golf Real Estate (new construction and realized premium)	\$740.4	\$211.3*	\$319.4
Golf Tourism	\$232.5*	\$313.9*	\$250.3
Total Enabled Industries	\$972.9	\$525.2	\$569.7
TOTAL GOLF ECONOMY	\$2,607.0	\$2,301.6	\$2,366.5
TOTAL DIRECT IMPACT FOR IMPACT ANALYSIS	\$2,243.9	\$2,032.4	\$2,012.2

Table 1 shows that North Carolina's golf economy has largely rebounded from the great recession of 2008-2010 with notable recovery in golf course capital investment and new golf home construction since 2011. In 2016, the state's largest golf industry sectors were:

- Golf Facility Operations (\$1.126 B),
- Golf-Related Supplies (\$356.8 M),
- Golf Real Estate (\$319.4 M), and
- Golf Tourism (\$250.3M).

Over the past 10 years, North Carolina has experienced net closures in golf facilities, with the state's total number of golf facilities decreasing from 558 in 2007 to 534 in 2016.

The downturn in 2011 and recovery in 2016 illustrates the resiliency of North Carolina's golf industry.

Charitable Impact

North Carolina golf facilities hosted charitable events that generated \$147.2 million in net proceeds and in-kind contributions for beneficiary organizations. These range from smaller, but highly impactful events that raise between \$5,000 and \$50,000 per event for local hospitals, hospices, youth development organizations, colleges, etc., to major events like the Hope for the Warriors Invitational that raised over \$200,000 for combat-wounded service members and their families or the Save Injured Kids Golf Classic that raised over \$150,000 to benefit the Childress Institute for Pediatric Trauma in Winston-Salem.

* Revisions to previous calculations. See full report for methodology and explanations of underlying data and calculations at <http://www.golf2020.com/research/economic-impact-reports.aspx>

