

American Golf Industry Coalition

Golf Industry Celebrates “National Golf Day” with Events in Washington D.C.

New Economic Impact Study reflects game’s growth across multiple sectors, impact on U.S. charity, sustainability and its increase in accessibility with 1 in 7 Americans participating in 2022

WASHINGTON, DC (May 9, 2023) – The [American Golf Industry Coalition](#), which represents a partnership among golf’s leading organizations, is celebrating the 15th annual National Golf Day today. The event includes hundreds of representatives who have gathered to reinforce golf’s economic, societal, environmental, and health contributions through more than 200 meetings with Members of Congress and their staffs.

The Coalition is also releasing a new national Economic Impact Study, which shows golf’s growth in popularity as a recreational activity with roughly 1 in 7 people participating and a \$102 billion direct economic impact in 2022, an increase of 20% over its \$84 billion direct impact in 2016.

“We are very excited to have so many leaders join us in Washington to help advocate for the game of golf.” said Greg McLaughlin, CEO of the World Golf Foundation. “We are also pleased to release this new study that helps reflect the important role the game plays in the American economy.”

Bipartisan Support of Golf Industry

National Golf Day also marked the official return of the Congressional Golf Caucus in the U.S. Congress. The bipartisan group, led by Representatives Nancy Mace (SC-01), Jimmy Panetta (CA-19), and Richard Hudson (NC-09), will work with their colleagues to explore ways to expand the game of golf in the US and abroad.

Rep. Mace (SC-01): “As we celebrate National Golf Day, let us acknowledge the profound power of this beautiful (and often infuriating) sport to bring people together. On the fairways and greens, individuals from all walks of life can converge, sharing their passion for the game and forging lifelong friendships. Golf transcends any barriers, which is quite a feat in a place like D.C. Today, let us embrace the unifying spirit of golf and revel in the joy it brings, as we thank those who work every day to make this wonderful game accessible and great.”

Rep. Panetta (CA-19): “California’s 19th Congressional District is home to some of the best golf courses in the world, including the legendary Pebble Beach courses, contributing significantly to the local economy and character of our community. I’m proud to co-chair the Congressional Golf Caucus to help foster new opportunities for Americans across the country to access and enjoy the game of golf to promote physical activity, recreation, and sportsmanship. As we mark National Golf Day, I look forward to continuing this bipartisan work to support local golf courses and encourage others to take up this sport enjoyed by millions of Americans.”

Richard Hudson (NC-09): “I am proud to represent North Carolina’s Sandhills and Pinehurst, where golf is an integral part of our economy. As we revive the Congressional Golf Caucus, I look forward to working with Rep. Nancy Mace, Rep. Jimmy Panetta, and our colleagues as we explore different ways to not only expand the game of golf in our country but celebrate its great economic impact.”

National Golf Day Events in Washington D.C.

The 2023 National Golf Day is the first in-person event in two years, as the previous two events were conducted virtually due to the COVID-19 pandemic. With in-person meetings back this year, attendees also got to hear from political advisor and television commentator [Mark McKinnon](#) for the special **Keynote Briefing Session** on May 9.

“While golf may have started across the pond, it long ago grew into a great American tradition. Played by everyone from presidents, professors, and Super Bowl-winning QBs to city workers, country lawyers, and county clerks, it is a game for the masses,” said McKinnon. “I’ve been known to swing a club or two, and no matter who

I'm playing with—regardless of profession, political beliefs, or skill level—I find those 18 holes to be a great equalizer. Golf teaches us important lessons about how to bridge our differences and make the most of a long walk with people whose opinions we don't always share. A round of golf can be good for democracy.”

Attendees also participated in a **Community Service Project** this morning across the National Mall in partnership with the Golf Course Superintendents Association of America and the National Park Service. The projects ranged from mulching around and pruning trees at the National Sylvan Theater near the Washington Monument; seeding and mowing a section of the National Mall; resodding the lawn of the German-American Friendship Garden, while also refreshing plants, and mulching and landscaping four large garden beds.

New Economic Impact Study

The new Economic Impact Study, conducted by the National Golf Foundation, provides insight into the health of the industry, including:

- Golf's complete economic portrait in the U.S., which totals **\$226 billion and reveals a significant ripple effect, with millions spurred to travel, make** ancillary purchases, and buy and build homes connected to golf.
- The enabling of 1.65 million jobs (including more than 1 million directly tied to the industry).
- Golf as a vehicle for fundraising, with almost **\$4.6 billion** raised in 2022, a 16% increase compared to 2016 (\$3.9 billion) and close to [1% of all charitable giving in the U.S.](#) Over 90% of golf-related fundraising was stimulated by events at local courses, with 4-out-of-5 facilities holding at least one event in 2022.
- How alternative forms of golf (like Topgolf) have made the game increasingly accessible to a larger, more diverse audience, helping to push golf's overall participant base to **41.1 million** (up from 32 million in 2016). In 2022, **48% of all golf participants** (on- and off-course) were between the ages of 6 and 34, outsizing their share of the U.S. 6+ population (41%).
- How the on-course participant profile continues to diversify, with new high marks in 2022 in the proportion of golfers who are female or people of color.

Beyond economics, golf is also a community asset, positively contributing to physical, mental and social wellness. [Recent research](#) highlights the game's role in helping people – 35- to 49-year-olds especially – recover from stress and recharge their mental battery. Surveys also indicate that 97% of U.S. golf facilities organized at least one recreational program or initiative in 2022 to expand golf's local reach and impact, in turn supporting the quality of life within their communities.

During National Golf Day, the industry is also celebrating and continuing to talk about how the game supports the planet with valuable green space, improved air quality, sanctuaries for essential habitats, and advancements to overall sustainability. The industry has successfully [reduced water usage by 29% since 2005](#).

About the American Golf Industry Coalition

The American Golf Industry Coalition advocates on behalf of the golf industry including its contributions to the economy (locally and nationally), health and wellness benefits, and charitable and philanthropic giving, and further efforts at inclusion. The organization unites the golf industry in pursuit of goals designed to enhance the vitality and accessibility of both the business and recreational levels of the sport. The American Golf Industry Coalition is a division of the World Golf Foundation.

To learn more, please visit: www.golfcoalition.org.

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