QUICK FACTS FROM 2010
GET GOLF READY

GET GOLF READY WORKS

- **Participants**: More than 34,000 students have participated in Get Golf Ready during the first two years
- **Retention**: 84% of Get Golf Ready participants continue to play and practice in their first year. 75% continued to play and practice in their second year
- **Diversity**: 58% were women and 25 percent were minorities
- **Golf Facilities**: Averaged 31 participants spending an average of $900 annually on golf – projects to $23,000 in additional revenue
- **Golf Industry**: Get Golf Ready helped generate an additional $19.9 million in revenue during the past two years
- **Satisfaction**: 97% of all participants said the program met or exceeded their expectations and 94% are likely to recommend it to a friend
- **New golfers**: 86% were new or former golfers (42% had never played)
- What participants **liked best**:
    - PGA/LPGA Golf Instructor
    - Instruction and curriculum
    - On-course experiences
- What facilities **liked best**:
    - Generates new business for facilities and for lessons
    - Easy to implement/use/follow
    - Free advertising/promotional materials available
    - Affordable, fun, non-intimidating introduction

Get Golf Ready Fun Fact:
More than **1,450 facilities** are currently certified to host Get Golf Ready
- 67 percent are public
- 19 percent private
- 6 percent resort
- 5 percent golf range or schools
- 3 percent indoor or retail stores