



PGA

Aloha Section

2008 Hawaii Golf Industry Conference
Owners / Developers / Club Managers / Golf
Course Operators

Breakout Session

**Owners / Developers /
Club Managers / Golf
Course Operators**



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2008 Hawaii Golf Industry Conference Owners / Developers / Club Managers / Golf Course Operators

What are the major challenges / issues / threats facing your particular market segment?

- Hotel Occupancy- Affects all but especially Resort Facilities
- Keeping Course Conditions/Assets in great condition- cost to buy equipment not used frequently
- Selling Memberships at Private Clubs
- Airlines charging for extra baggage- clubs may not make the cut
- Time
- Intimidation of first time golfers
- Getting Hotel Industry into the Golf Industry
- Transportation issues – gridlock on Oahu, poor infrastructure on all islands making it more difficult and taking more time to go relatively short distances.



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2008 Hawaii Golf Industry Conference Owners / Developers / Club Managers / Golf Course Operators

What solutions/ideas do you feel will help address those challenges/issues/threats?

- Allow visitors to pay rack rate first play and local rate on all subsequent visits
- Put Junior tees on course and allow juniors to play for free with paying adult
- Junior Course (3 hole loop)- Promote more play
- Instructors readily available to help those who are just learning/ first timers
- Get Golf Ready- National PGA Program. Address retention- get them and keep them- get new golfers more familiar with golf course so they are more comfortable playing the game. Focuses on families.
- Keep websites up to date- golfers are on the web making decisions
- Improve marketing so that Hawaii is thought of as a Premier Golf Destination
- Think out of the box- Example: Golf in churches, YMCA, Boys and Girls Clubs, shopping centers, sporting events, etc. Create Social Networking
- Focus on Fundamentals (clean carts, grips, greeting, etc.); Embrace Culture of Hawaii- it's what makes us unique; Golf is the Greatest Game in the World- so many great advantages to playing it- let's promote that fact!
- Work/Partner with the community. Get involved with High School Golf- give them more access and assist them with their programs. Help them stay involved after the season.



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What solutions/ideas do you feel will help address those challenges/issues/threats?

- Give incentives for Golfers to get better
- Again, Promote Hawaii as a Golf Destination- brings in money to economy
- Give golfers an incentive to bring their golf clubs (Issue with Baggage fees)
- Focus on Asian Market- spend more money / Host Asian Tour event
- Guest Service and Amenities- is there someone there to greet, etc. What makes it special?
- Consider Hawaii as future site for PGA of the Pacific golf facility – to take advantage of Hawaii being the meeting place for the Pacific Rim and the increasing worldwide Asian interest and investment into the game and Hawaii. Future site for Hall of Fame, association offices, etc.
- Development of more leagues, especially nine hole leagues Support public initiative to raise rates at public courses to market rates and then collect \$.25 - \$1 for funding Golf Industry Alliance or Growth of the Game initiatives such as HSJGA , PGA Foundation, etc.
- Develop learn and play programs for Boys and Girls Clubs and YMCA's in Hawaii – PGA Professionals visiting association facilities and then having association junior members visit golf courses for 3 hole learn and play excursions between 4-5 pm. Boys and Girls Clubs to provide transportation – host facilities host golf, provide equipment, professionals – assisted by ASPGA and funded by ASPGA Foundation.



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Are there any issues outside of your particular market segment that you would like to see addressed?

- Asian Market
- Canadian Market- their dollar is strong and their numbers are increasing





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Owners / Developers / Club Managers / Golf Course Operators

Would you support the forming of a Hawaii Golf Industry Alliance (HGIA) that would be comprised of the leaders of all major associations and market segments?

- **Absolutely!!!**





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2008 Hawaii Golf Industry Conference
Allied Associations

Breakout Session

Allied Associations



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Aloha Section

2008 Hawaii Golf Industry Conference Allied Associations

What are the major challenges / issues / threats facing your particular market segment?

- \$1.3 billion may give an inaccurate description that everything is healthy and good
 - * How much of this \$1.3 billion is staying in the state of Hawaii?
- National sponsors for events (Example: NASCAR)
- National economy
- Increased rates from airlines makes it harder to get people to Hawaii, even from island to island (airfare, baggage restrictions, etc)
- Funding and grants for junior programs and access to the golf courses
- People may play golf, but they are not spending as much money inside the pro shop, restaurant, etc.
- Time
- Deterioration in local rounds played due to economy
- Due to increased prices (gas, airfare, etc) people do not have the extra money to play golf anymore
- Lower interest in golf



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2008 Hawaii Golf Industry Conference Allied Associations

What solutions/ideas do you feel will help address those challenges/issues/threats?

- Baggage restrictions remain the same even with the prices of fuel dropping
- Become a better family activity: Adding family tees to help get the entire family involved in golf
- Promote golf as a healthy activity (Burn 3x more calories riding in golf car than sitting behind a computer desk and 7x more calories carrying your bag)
- Need media to help promote affordable and accessible golf
- Tying golf and fitness centers together, helping to create partnerships
- We need to be able to adapt to market change
- Formation of a successful Hawaii Golf Industry alliance and support of a lobbying function
- The golf presence in the overall Hawaii marketing programs is adequate, but could be better



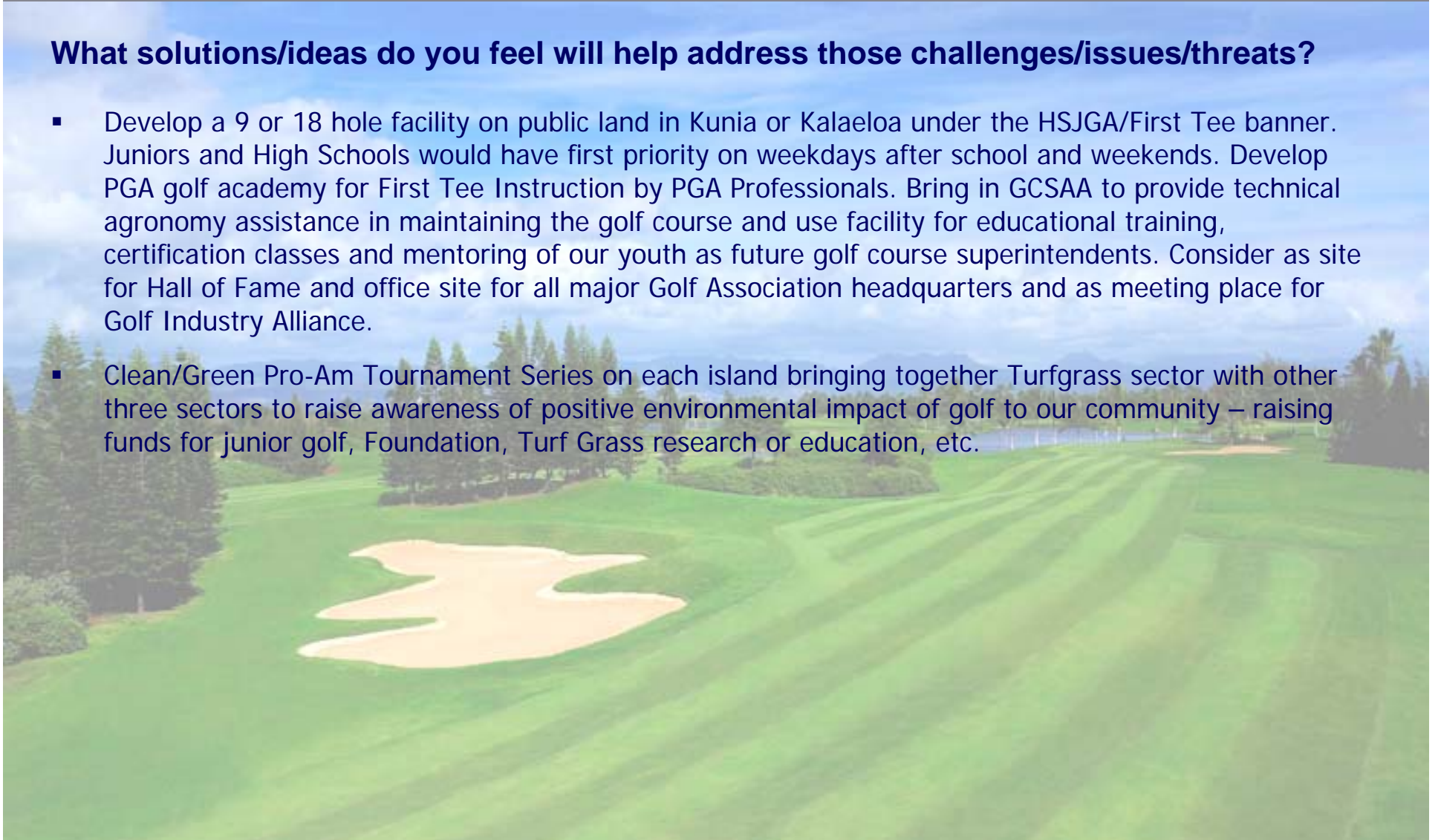
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2008 Hawaii Golf Industry Conference Allied Associations

What solutions/ideas do you feel will help address those challenges/issues/threats?

- Develop a 9 or 18 hole facility on public land in Kunia or Kalaeloa under the HSJGA/First Tee banner. Juniors and High Schools would have first priority on weekdays after school and weekends. Develop PGA golf academy for First Tee Instruction by PGA Professionals. Bring in GCSAA to provide technical agronomy assistance in maintaining the golf course and use facility for educational training, certification classes and mentoring of our youth as future golf course superintendents. Consider as site for Hall of Fame and office site for all major Golf Association headquarters and as meeting place for Golf Industry Alliance.
- Clean/Green Pro-Am Tournament Series on each island bringing together Turfgrass sector with other three sectors to raise awareness of positive environmental impact of golf to our community – raising funds for junior golf, Foundation, Turf Grass research or education, etc.





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2008 Hawaii Golf Industry Conference Allied Associations

Are there any issues outside of your particular market segment that you would like to see addressed?

- More presence in the market
- Work force development and attracting locals to work within the industry
- Island alliances, some that are doing a good job and others that could do better
- Alliance could assist in fundraising for non-profits





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2008 Hawaii Golf Industry Conference Allied Associations

Would you support the forming of a Hawaii Golf Industry Alliance (HGIA) that would be comprised of the leaders of all major associations and market segments?

- Unanimous support, but knowing that there is a lot of work to do and details to work out
- Make sure that every island and allied is represented equally





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2008 Hawaii Golf Industry Conference
Superintendents / Turf Grass Industry

Breakout Session

Superintendents / Turf Grass Industry



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Aloha Section

2008 Hawaii Golf Industry Conference Superintendents / Turf Grass Industry

What are the major challenges / issues / threats facing your particular market segment?

- Legislation – environmental restrictions – i.e. water, pesticide, land use, permitting
- Economy – budgets cuts for maintenance – need balanced cut within facility budgets – expectation of customers
- Weed control - MSMA
- Labor costs – wage, medical, benefits, etc. Working with unions.





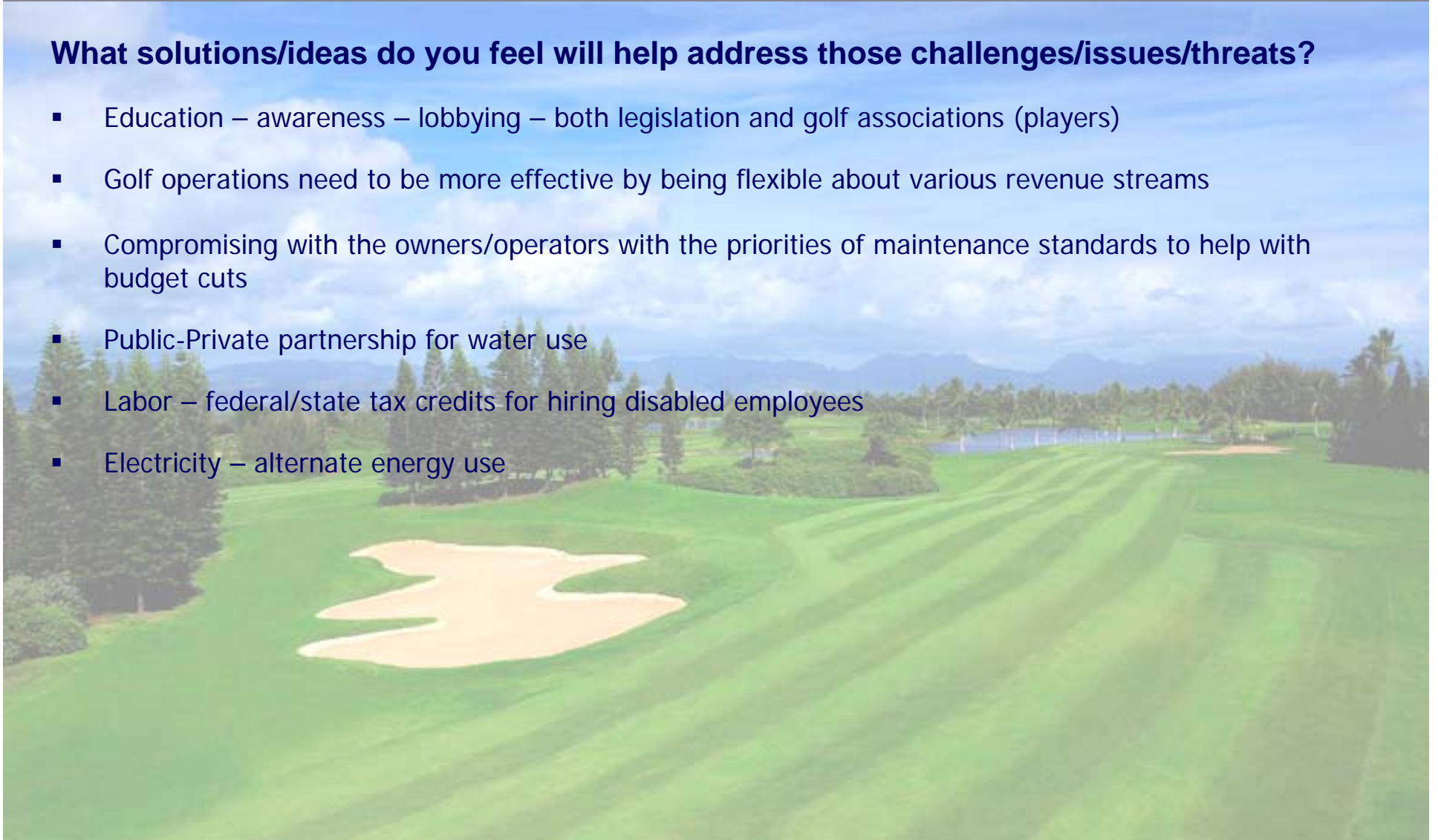
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2008 Hawaii Golf Industry Conference Superintendents / Turf Grass Industry

What solutions/ideas do you feel will help address those challenges/issues/threats?

- Education – awareness – lobbying – both legislation and golf associations (players)
- Golf operations need to be more effective by being flexible about various revenue streams
- Compromising with the owners/operators with the priorities of maintenance standards to help with budget cuts
- Public-Private partnership for water use
- Labor – federal/state tax credits for hiring disabled employees
- Electricity – alternate energy use





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Are there any issues outside of your particular market segment that you would like to see addressed?

- Equal cutbacks facility-wide
- Entire operations working together as a team
- Building the alliance

Would you support the forming of a Hawaii Golf Industry Alliance (HGIA) that would be comprised of the leaders of all major associations and market segments?

- Yes





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Aloha Section

2008 Hawaii Golf Industry Conference
Tourism and Sales & Marketing

Breakout Session

**Affiliated or Enabled
Industries - Tourism and
Sales & Marketing**



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Aloha Section

2008 Hawaii Golf Industry Conference Tourism and Sales & Marketing

What are the major challenges / issues / threats facing your particular market segment?

- Travel industry has changed drastically. Golf industry has not utilized electronic sales channels.
- High Fixed Cost business
- Golfers on vacation NOT playing golf while in Hawaii.
- In competition with other activities and time.
- Lack of advance booking abilities
- Perception of the destination – romance, family, expensive
- Lack of promotion
- More reactive, not proactive. Need to market “out front”.
- Lack of aggressive yield management practices.



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2008 Hawaii Golf Industry Conference Tourism and Sales & Marketing

What solutions/ideas do you feel will help address those challenges/issues/threats?

- Emphasize healthy value of golf as a sport and not just as a game and social networking in marketing programs.
- Creation of a golf destination marketing co-op
- Bridge gap between HVCB/island chapters and on the ground golf operators
- Utilize electronic mediums more effectively
- Be creative with programs to address customer's needs
- Eliminate tiered rates. Kama'aina vs. Non-Resident rates
- Continue to be service oriented operations
- Continue to improve product quality – reinvestment
- Improved yield management practices
- Go direct to course for best rate
- Investigate Myrtle Beach Central Tee Time Reservation system – packaging programs
- Support and follow through with the TeeItUpHawaii website
- Emphasize healthy value of golf as a sport and not just as a game and social networking in marketing programs



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Are there any issues outside of your particular market segment that you would like to see addressed?

- Diminishing seat capacity coming into Hawaii/Island
- World and national events
- New inventory developed in the market place – new courses
- Non action

Would you support the forming of a Hawaii Golf Industry Alliance (HGIA) that would be comprised of the leaders of all major associations and market segments?

- Yes



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Aloha Section

**Thank you for your attendance
and participation!**

**Making Your Golf Game Better...
Making Golf a Better Game!**