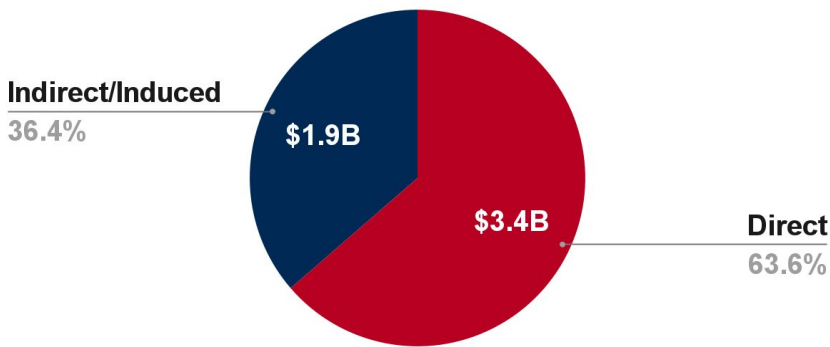


AN ECONOMIC REPORT OF
Georgia's Golf Industry
Executive Summary 2022

Key Findings

\$5.3 Billion
Total Economic Impact



55,000
Jobs Supported

Including over 24,000 jobs at golf facilities

\$259 Million
State and Local Taxes

Funds essential services, supports infrastructure, and spurs economic growth

\$2.7 Billion
Labor Income

Including Employee Compensation (wages, salaries, and benefits) and Proprietor Income



Highlights



- Georgia's 370+ golf facilities (golf courses and entertainment venues) contributed \$1.8 billion to the state's robust economy.
- Georgia's golf tourism activities generated over \$1.4 billion of economic activity and 17,000 jobs.
- Georgia's golf wholesale and retail business added \$1.1 billion and \$176 million, respectively, highlighted by contributions by Bridgestone, PGA TOUR Superstores and golf cart manufacturers (Club Car, E-Z-GO, and Yamaha).
- In 2022, approximately 410 homes were built and 3,100 existing homes were sold within 2 miles of a golf facility, a total economic output of \$274 million.
- Capital expenditures, including new clubhouses, course expansions, and renovations, totaled nearly \$240 million.
- Professional and charitable events, highlighted by The Masters and the TOUR Championship, contributed a combined \$273 million and supported 3,200 jobs.

Georgia's Golf Economy Impact in 2022 (including Indirect and Induced Impact)		
Industry Segment	Economic Impact (\$ Millions)	% of Golf Economy
Facilities (including Hotels, Resorts, Top Golf, etc.)	\$1,834	34.5%
Tourism	\$1,450	27.2%
Wholesale (Clubs, Balls, Footwear, Bags, etc.)	\$1,078	20.3%
Real Estate	\$274	5.2%
Golf Facility Capital Expenditures (Investments, New construction)	\$236	4.4%
Retail (Shoes, Apparel, Equipment, Accessories)	\$176	3.3%
Professional Events	\$171	3.2%
Charitable Events	\$102	1.9%
TOTAL GOLF ECONOMY	\$5,321	100.0%