

**GOLF IS  
COOL AGAIN**



# AGENDA



01

National Golf Trends

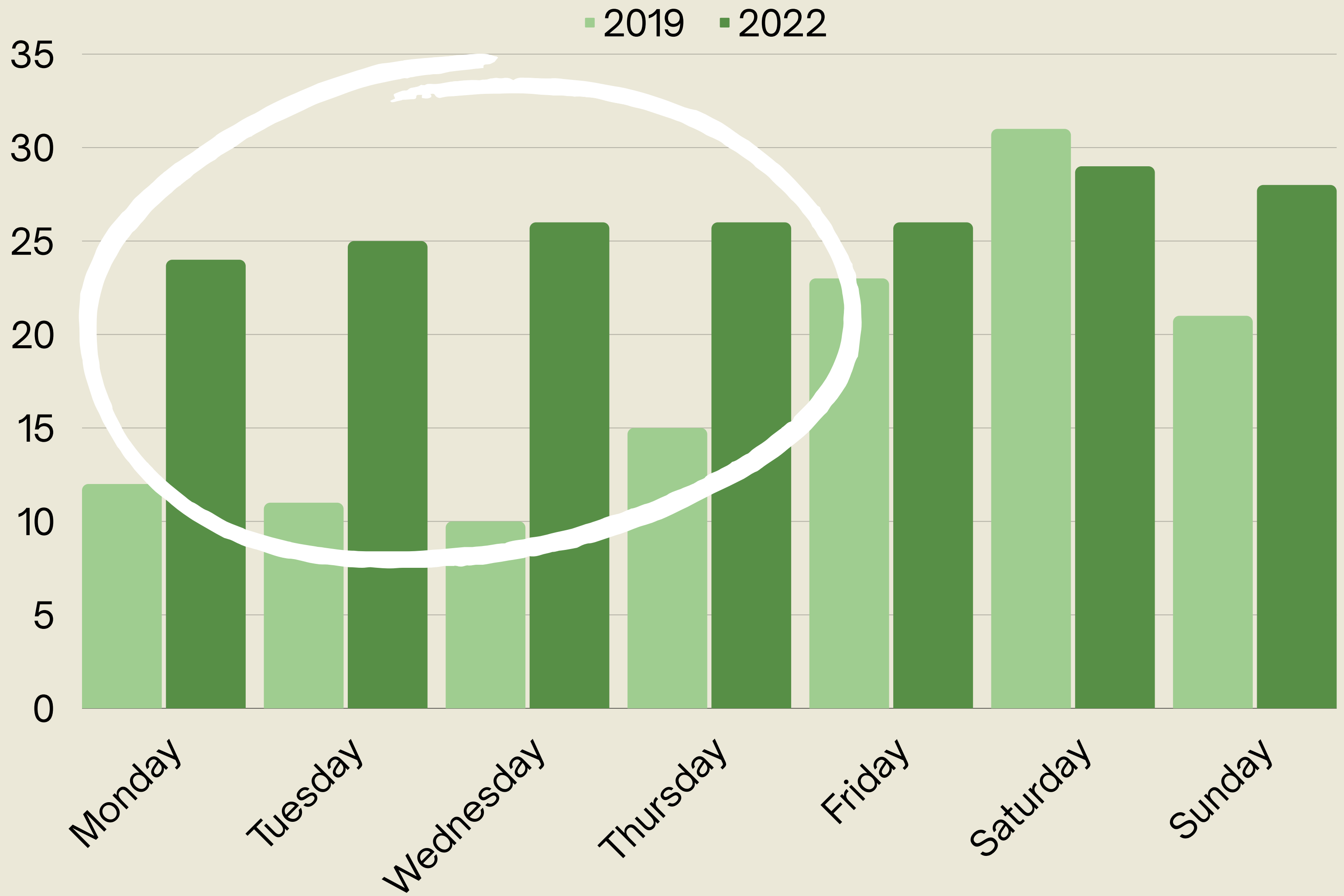
02

Gladstan Numbers

03

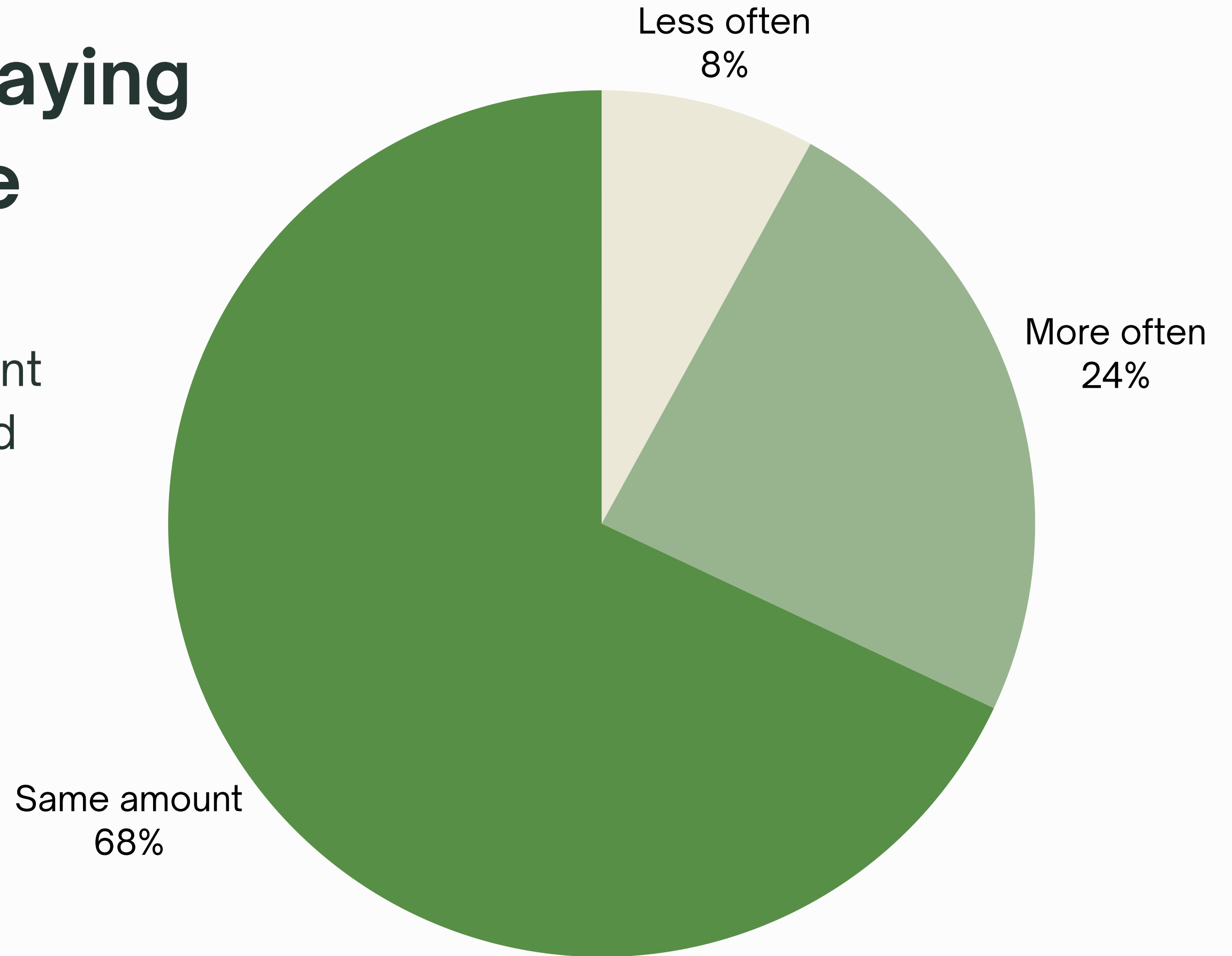
Projects

Golf Courses visited, 1000s



# Intentions for playing golf in the future

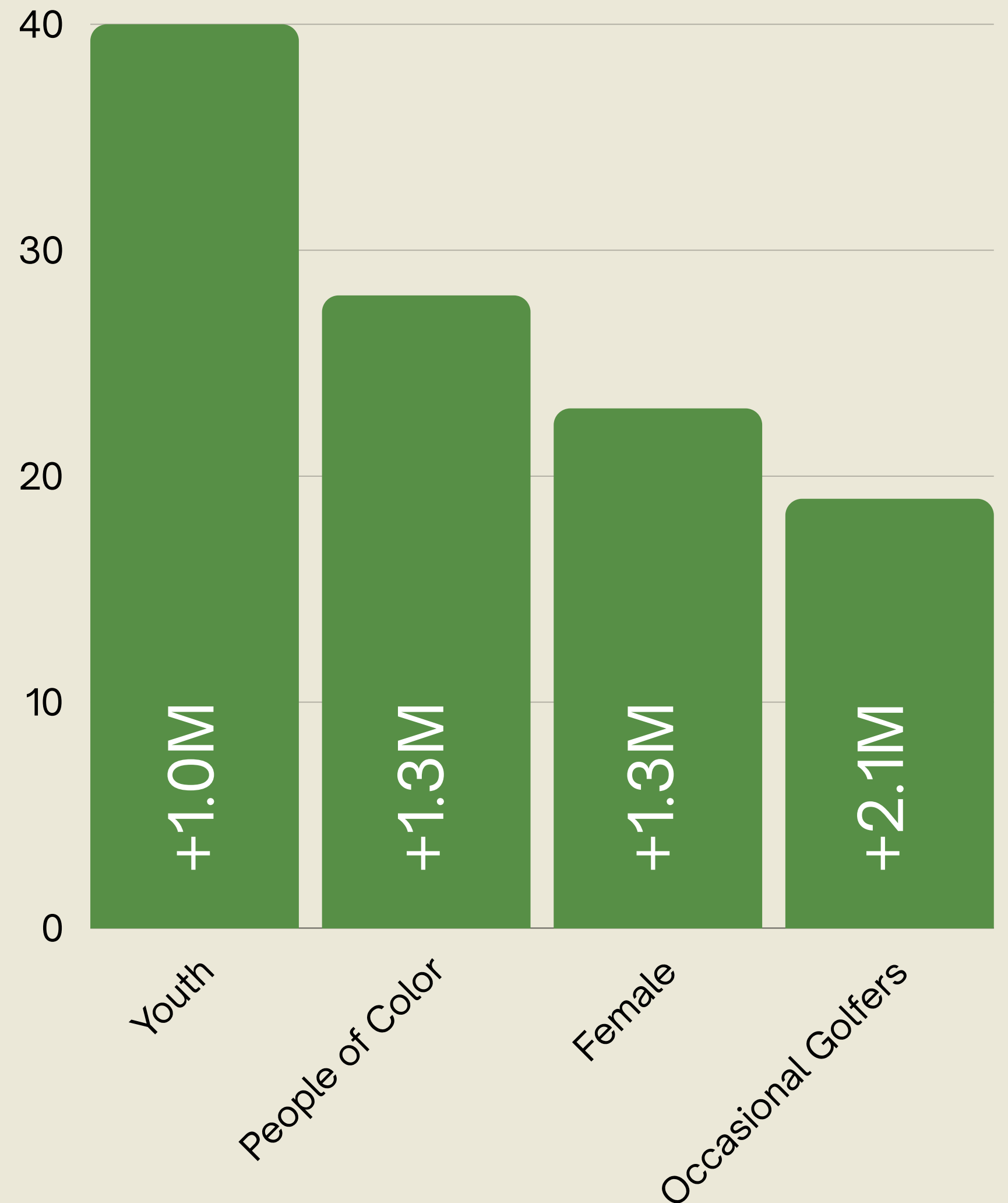
- 92% of golfers plan on playing the same amount or more moving forward





# Percent Growth since 2019

- Golf participation continues to grow more diverse



# 60% OF GROWTH WE'VE SEEN ON COURSE DURING THE PANDEMIC ERA HAS BEEN FEMALE

- National Golf Federation

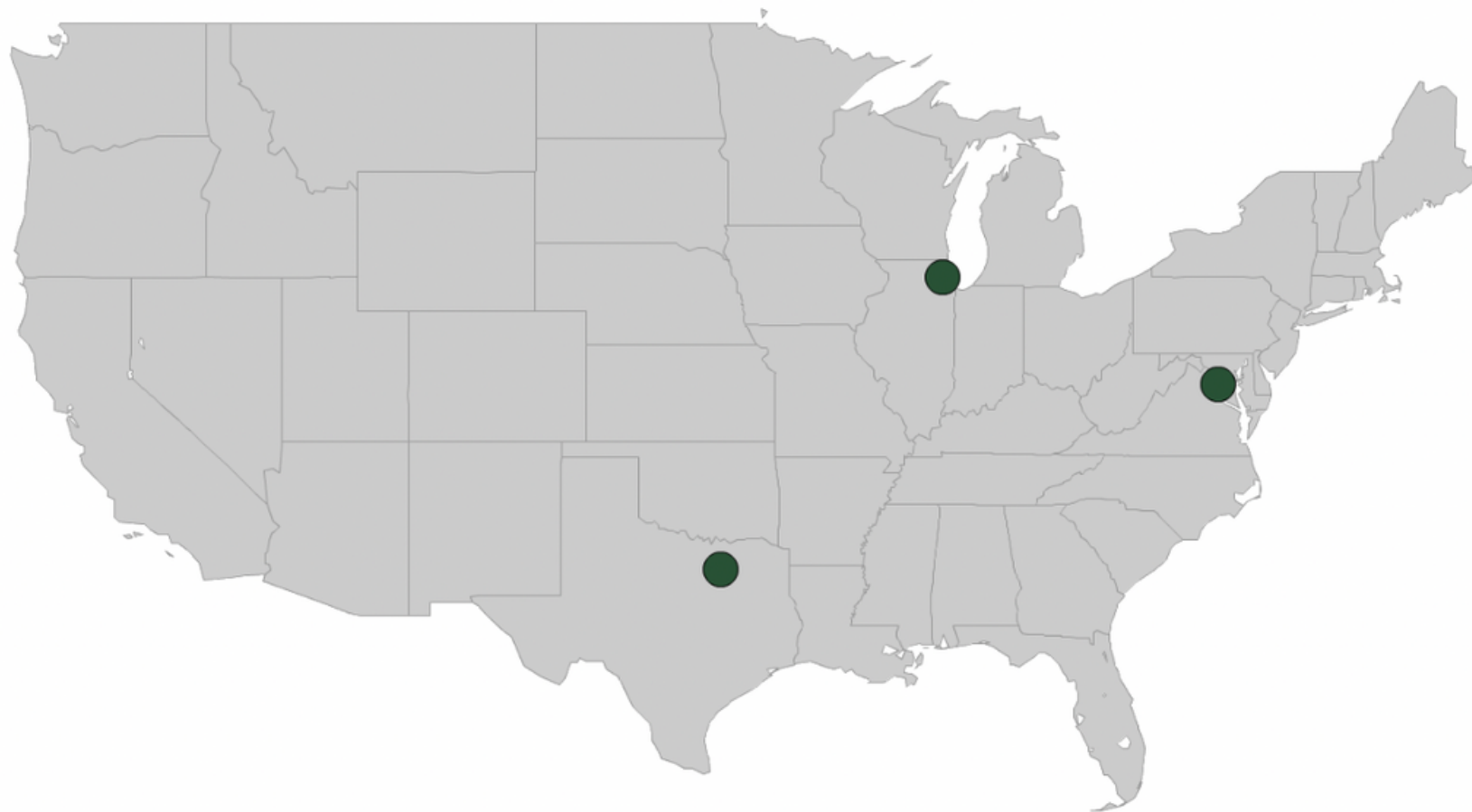


“  
AMONG 1000+ SURVEYED  
GOLF COURSES,  
69% OPERATED AT OR  
NEAR CAPACITY”

— National Golf Foundation



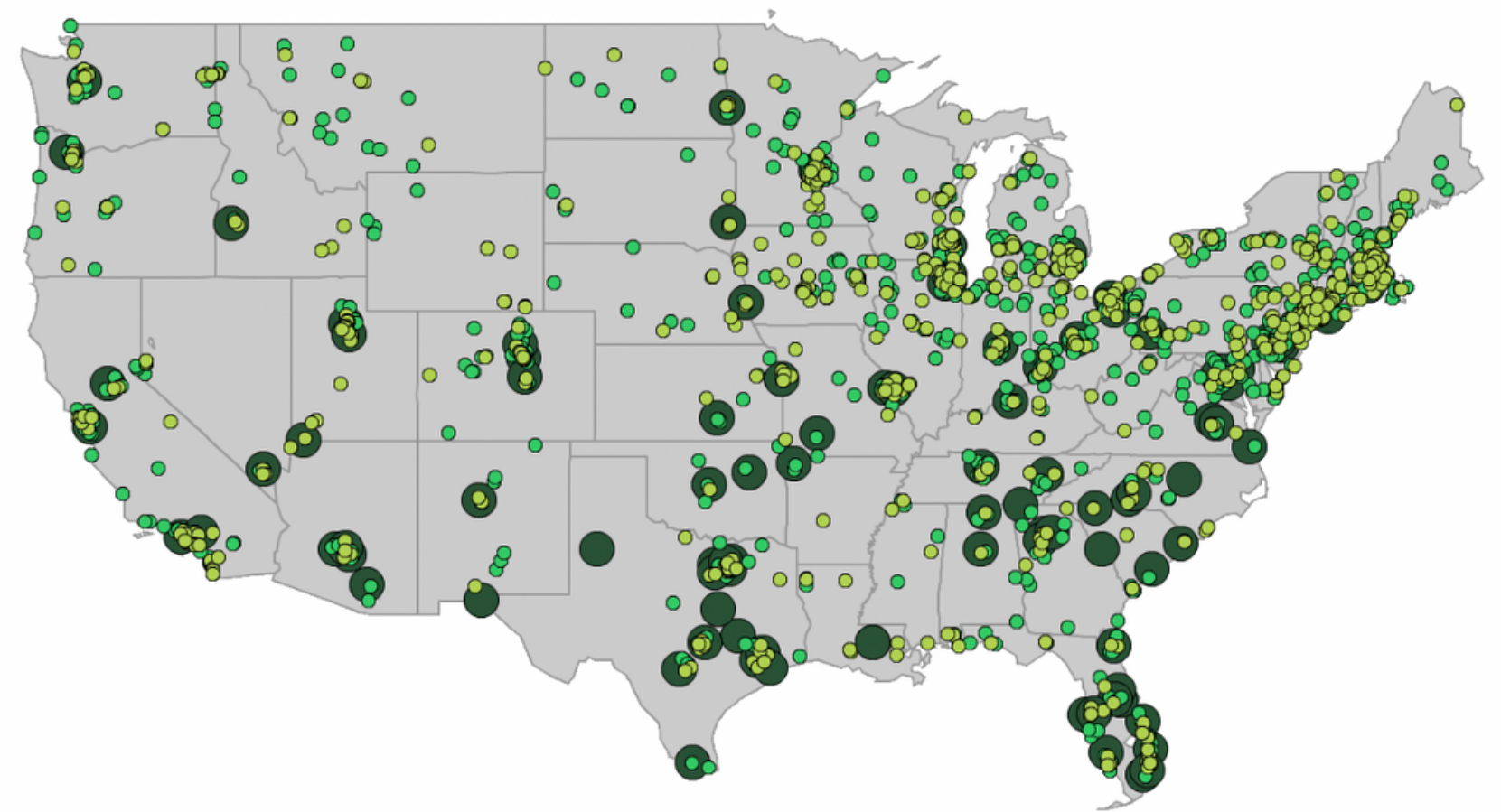
2006



● 3 golf entertainment venues

\*NGF was not actively tracking simulator businesses in 2006; supply was likely sparse

2023



● ~100 large golf entertainment venues  
● ~800 golf facilities with simulator(s)  
● ~700 businesses with simulator(s)

# ALTERNATIVE GOLF GROWTH



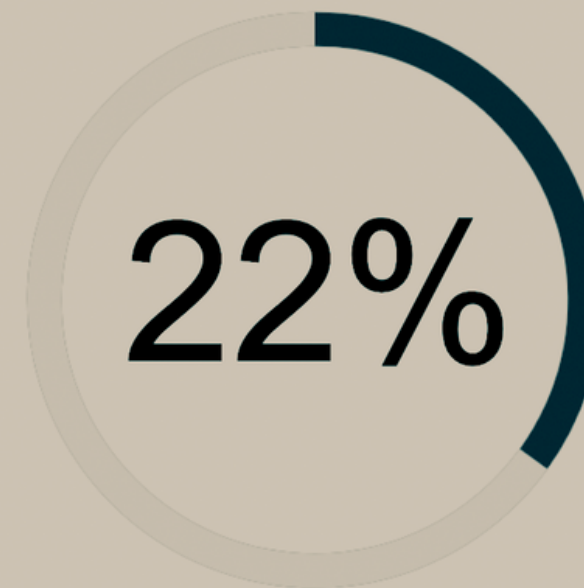
Those with  
'off-course'  
experience  
are 5-6x as  
interested in  
'green grass'



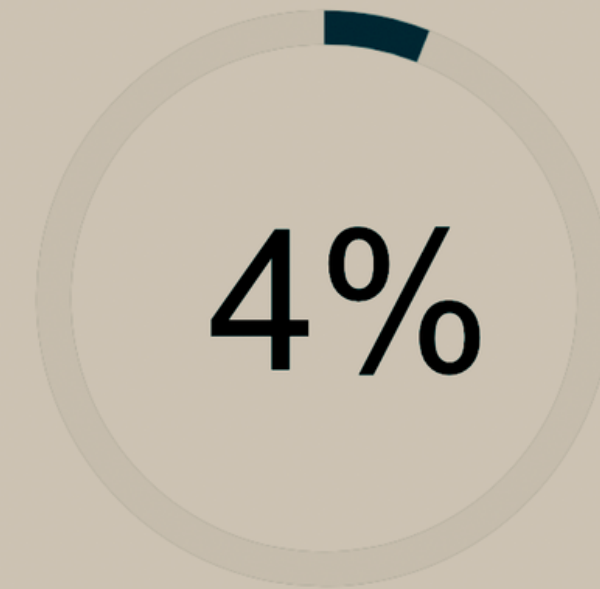
Source(s): NGF Participation and Engagement Study (PES)  
\* Q. How interested are you in playing golf on a golf course now?  
(Reflects percentage age 6+ who haven't played golf on a golf course in  
the past 12 months and answered "Very interested")

© National Golf Foundation | For Internal Use Only

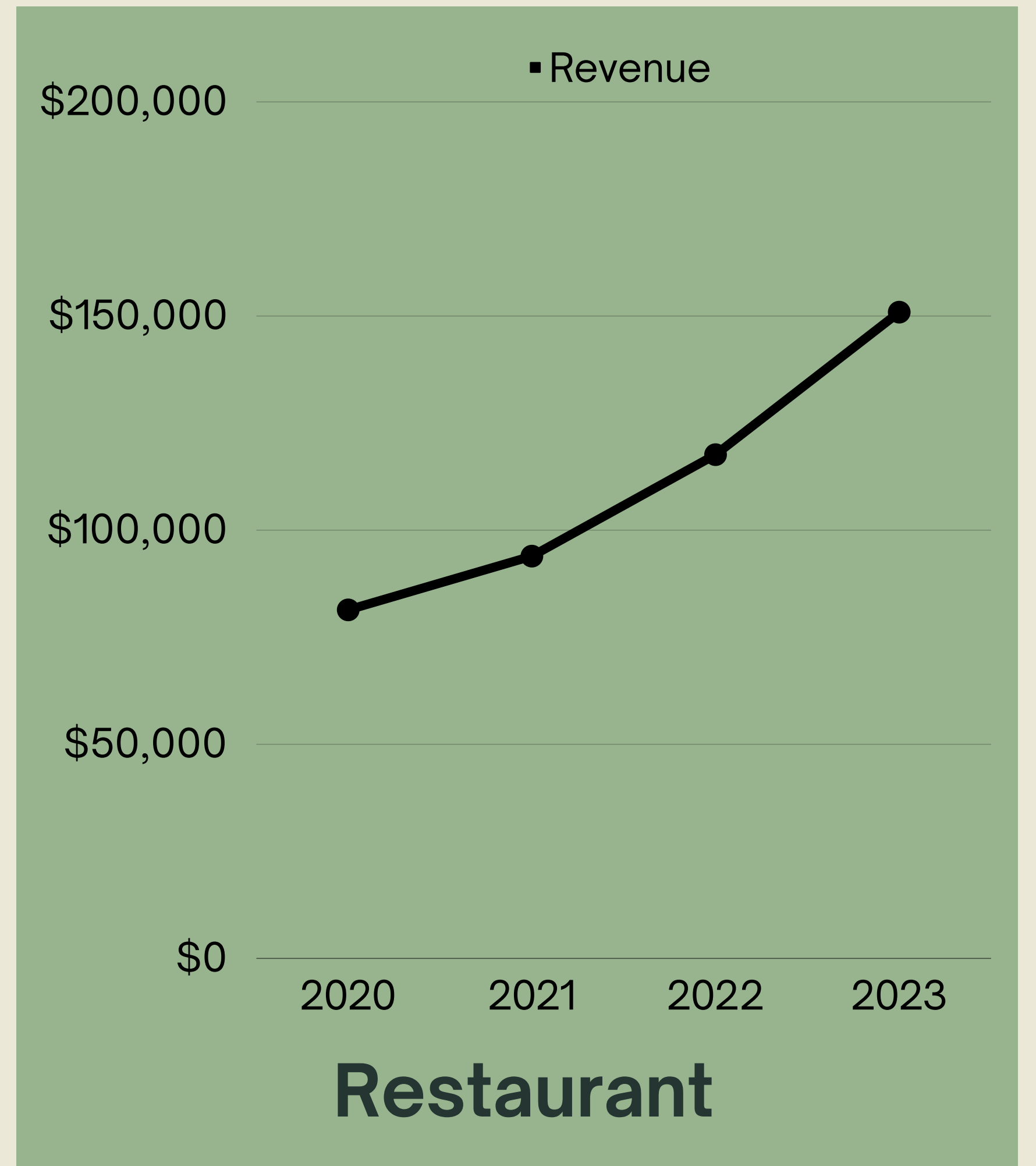
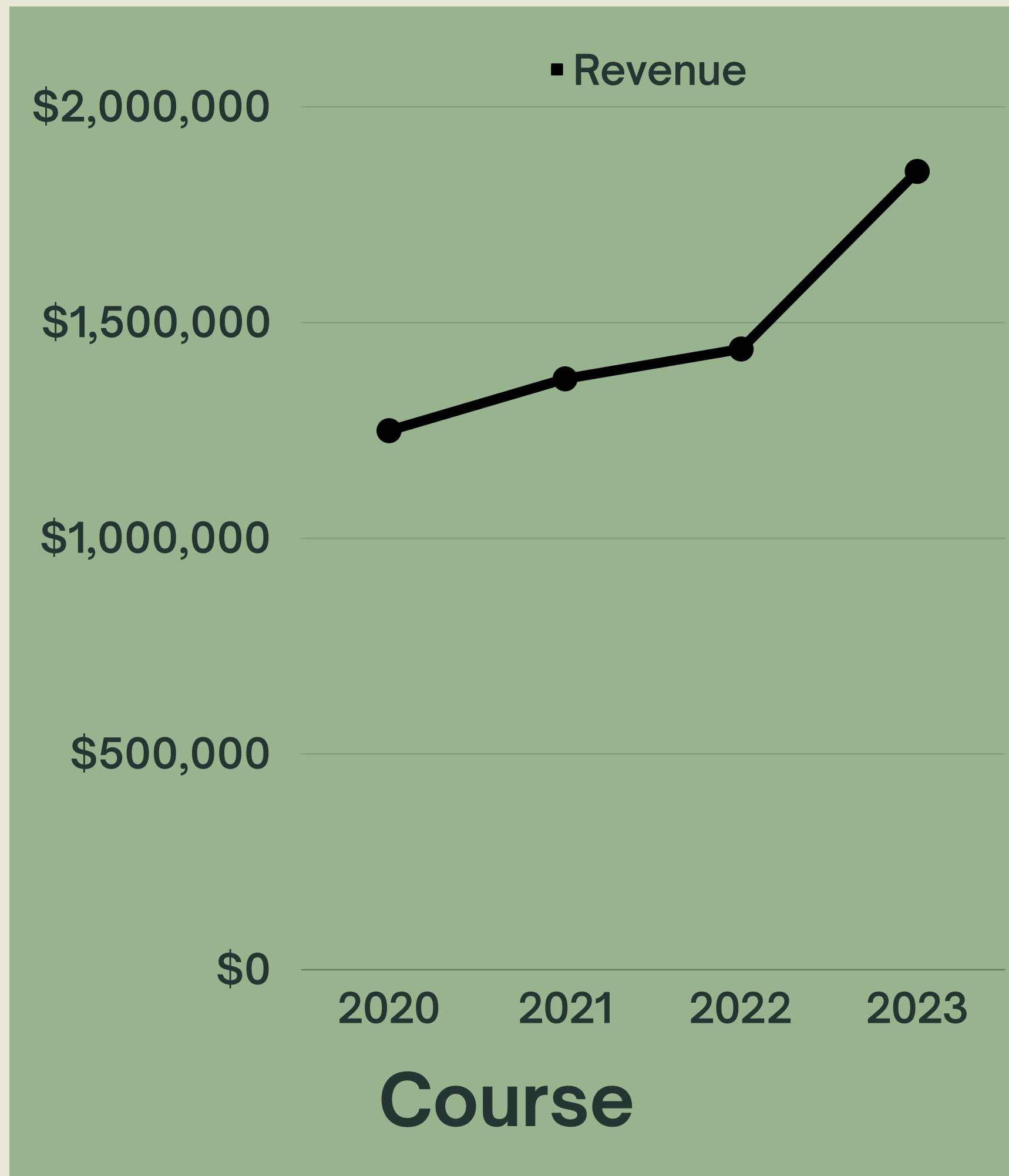
% "Very interested" in playing  
golf on a golf course now\*



of those who've  
participated in  
'off-course' golf



of all non-golfers



**IRRIGATION  
SYSTEM**

**9 MORE  
HOLES**

**RECEPTION  
CENTER**

**SHORT  
COURSE**

# UTAH EVENT CENTERS AVERAGES

01

## Hours

4pm - 10pm Mon-Sat

02

## Rates

\$3000 a day

03

## Capacity

70 - 300 people

04

## Size

1600 - 8400 sq ft

























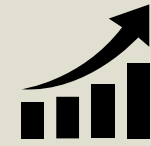




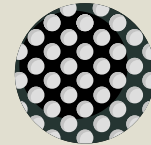




# KEY POINTS



**Golf is growing**



**Gladstan is performing**



**Gap in the market**



**Room for projects**

**The End**