

# Golf in California

## Core Industries

Golfers	3 million
Courses	926
Practice Ranges	109
Minature Golf Courses	73
Total revenues	\$2.8 billion

(comparable to all spectator sports combined: football, baseball, basketball and soccer)

Source: SRI International, July 2008

## Direct Economic Activity (2006)

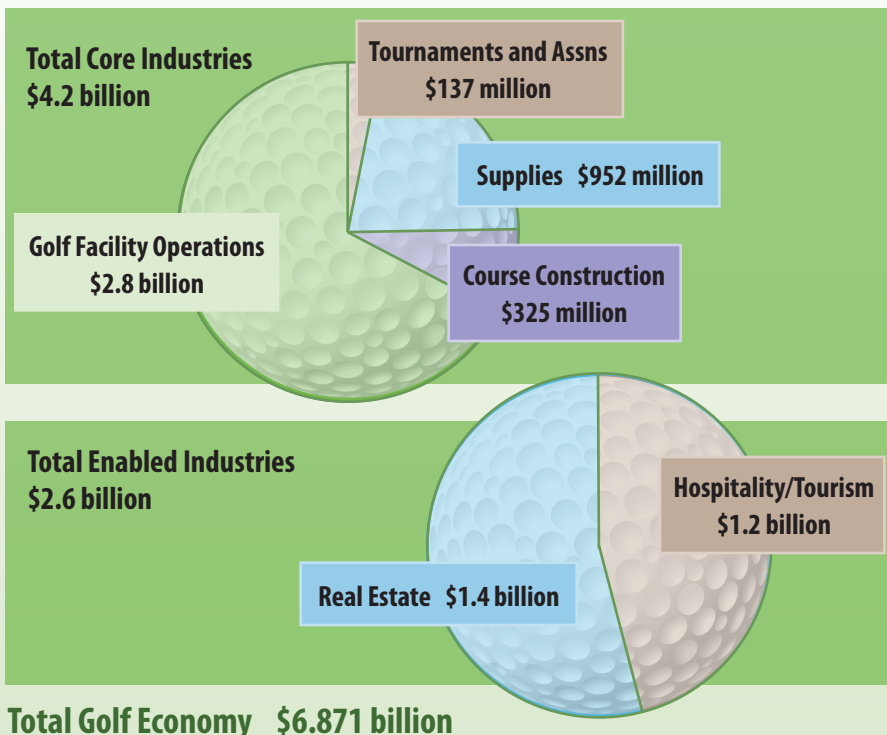
Semi-Conductors	\$10.9 billion
Wine	\$8.2 billion
<b>Golf</b>	<b>\$6.9 billion</b>
Bio-Tech	\$4.6 billion

## Indirect Economic Activity (2006)

<b>\$15.1 billion</b>	<b>160,000 jobs</b>	<b>\$4.8 billion wages</b>
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Source: SRI International, July 2008

## Economic Segments (2006)



**Total Golf Economy \$6.871 billion**

Source: SRI International, July 2008

## Golf Course Capital Investments (2006)

### Golf Course Capital Investments (2006)

Existing facilities	\$161.7 million
New courses	\$163.6 million
<b>Total</b>	<b>\$325.3 million</b>

Source: SRI International, July 2008

**Charitable Giving  
Attributable to Golf:  
\$324.3 million in 2006**



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## Golf in California:

### Real Estate Revenues (2006)

Golf-related Residential Construction	\$1.025 billion
Realized Golf Premium	340 million
<b>TOTAL</b>	<b>\$1.365 billion</b>

Source: SRI International, July 2008

## State Golf Associations:

\$41.4 million in revenue

## Golf in California:

### Travel Expenditures (2006)

Golf Person Trips	2,994,550
Avg. per Person per Trip	\$416
<b>TOTAL</b>	<b>\$1.245 billion</b>

Source: SRI International, July 2008

## Golf in California:

### Manufacturing (2006)

Out of State Shipments \$794.8 million

### Net Revenue CA Retailers

Equipment	\$126.7 million
Apparel	28 million
Media	2.4 million
<b>Total</b>	<b>\$157 million</b>

Source: SRI International, July 2008

## Golf in California:

### Tournaments (2006)

**\$95.8 Million Generated**  
excluding purses and TV  
broadcasting costs

### 16 Pro Tournaments Hosted:

- 7 PGA Tour
- 3 LPGA Tour
- 4 Champions Tour
- 2 Nationwide Tour

Source: SRI International, July 2008

### Tournaments Hosted in California (2006)

- Bob Hope Chrysler Classic (PGA, Palm Springs)
- Buick Invitational (PGA, San Diego)
- AT&T Pebble Beach National Pro-Am (PGA, Pebble Beach)
- Nissan Open (PGA, Los Angeles)
- WGC Accenture Match Play (PGA, Carlsbad)
- LG Skins Game at La Quinta (PGA, La Quinta)
- Target World Challenge (PGA, Sherwood)
- AT&T Classic (Champions, Valencia)
- Toshiba Senior Classic (Champions, Newport Beach)
- Wal-Mart First Tee Open (Champions, Pebble Beach)
- Charles Schwab Cup Championship (Champions, Sonoma)
- Livermore Valley Wine Country Championship (Nationwide, Livermore)
- Mark Christopher Charity Classic (Nationwide, Rancho Cucamonga)
- Kraft Nabisco Championship (LPGA, Rancho Mirage)
- Longs Drug Challenge (LPGA, Danville)
- Samsung World Championship (LPGA, Palm Desert)

