



THE NUMBERS SPEAK

**43%**

The estimated number of those employed at Canadian golf courses each year who are students

**\$1.9 billion**

The estimated dollars generated annually by golf-related travel in Canada

**200,000+ hectares**

The amount of green space golf provides, including 41,000 hectares of uncultivated wildlife areas under golf course stewardship

**\$2.1 billion**

Estimated annual golf equipment sales

# BIG BUSINESS

CANADA'S ECONOMY BENEFITS FROM GOLF'S WIDESPREAD POPULARITY



## The Facts

According to the data, golf accounts for an estimated \$11.3 billion of Canada's Gross Domestic Product (GDP). That makes the game bigger than forestry and bigger than the film industry, two significant economic generators in Canada.

**The \$11.3 billion figure includes:**

- > 341,794 jobs
- > \$7.6 billion in household income
- > About \$1.2 billion in property and other indirect taxes
- > About \$1.9 billion in income taxes
- > Total gross production through golf's direct, indirect and induced spending estimated at \$29.4 billion
- > Gross revenues generated directly by golf courses and their facilities and stand-alone driving and practice ranges estimated at \$4.7 billion, a figure that rivals the combined gross revenues generated by all other participation sports and recreation facilities in Canada – and that includes hockey!

UNTIL A YEAR AGO, GOLF'S IMPACT ON THE Canadian economy was only vaguely known. Everyone understood the seasonal pastime was big in this country, that its financial bottom line was an annual windfall for municipal, provincial and federal governments. But quantifiable data putting hard numbers to the industry did not exist.

This past summer the National Allied Golf Associations (NAGA), comprised of Canada's seven major golf stakeholders—the Royal Canadian Golf Association (RCGA), Canadian Professional Golfers' Association (CPGA), Canadian Professional Golf Tour (CPGT), the National Golf Course Owners Association (NGCOA), Canadian Golf Superintendents Association (CGSA), Canadian Society of Club Managers (CSCM) and Canadian Golf Industry Association (CGIA)—commissioned Strategic Networks Group, Inc. to conduct a detailed economic analysis on its behalf.

When the independent assessment of more than 4,000 golfers and 350 courses in 10 provinces and three territories became public, few people—even those who closely monitor golf's business and financial affairs—were prepared for the magnitude of the figures. Simply put, the game is an economic behemoth.

"The study outlines the considerable scope the sport has on the Canadian economy," said then NAGA Chairman Steve Carroll. "It provides a benchmark for the Canadian golf industry to measure itself moving forward. It's a monumental study for our game."

"This is a landmark document for our sport," says Golf Canada Executive Director and CEO Scott Simmons. "Empirical data like this, you can't put a price on."

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**DID YOU KNOW?** Golf-related travel in Canada generates an estimated **\$1.9 billion** annually

