

Update VISION 2020

How can the European golf industry create a sustainable success towards 2020?

Action	Progress	Start	Finish
Questionnaire, golf course owners/managers	Sent	Mid April	End April
Email interviews industry	Sent	Mid April	Begin May
Workshops with NGCOA's	In progress	February	End of the Year
Result reflection with workgroup		Mid may	End May
Process results VISION 2020		Mid April	Begin July
Result reflection with NGCOA's		Begin June	

Workshops planned

Workshops host by Sander Allegro for the NGCOA's end their members. Discussed during a workshop are major trends influencing the European golf industry and the creation of possible business models in golf.

Completed:

Country	Date	Participants
Finland	24-02-2014	9
Estonia	24-02-2014	1, attending the Finnish workshop
Norway	03-03-2014	25
Sweden	31-03-2014	18
Denmark	11-04-2014	

Planned:

The Netherlands	08-04-2014
Portugal	No date set

Questionnaire

The questionnaire is sent to all EGCOA members mid-April, we are aiming to get enough response by the end of April.

We are still in consultation with the CMAE to send the questionnaire as well to their members.

With this questionnaire we want to find the golf course owners view on the European golf industry and the future of the European golf industry.

Interview

Currently we are conducting an email interview, this interview is sent to Associations, organizations and companies in the European golf industry.

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THE FUTURE OF GOLF

With the interviews we want to create an helicopter view of the European golf industry by getting the views and opinions of the different organizations and companies that are active in the European golf industry.

Next steps

After we processed the results from the Questionnaire and the interviews we will organize Skype calls with the workgroup and the NGCOA's to discuss the following topics:

- Trends influencing the European golf industry
 - o How is it influencing
 - o What can we do with/about it
- Tee time selling
- Membership structures
- Importance of social aspects at the golf course to bind golfers

End result

With all this information we will build a website as final product.

This website will form a dashboards where all EGCOA members can find everything they need to build their strategy on.

We will make use of easy to understand graphics and easy with clear and to the point explanation.

This website will be the place to find all information about Trends, snapshots per country, what do customers want? And possible business models.

In the coming years this dashboard can be further developed and updated to stay up to date and to be interactive with the EGCOA members.



QUANTITATIVE RESEARCH

COMUNICATION

- Contact all European Golf Federations (17 in total, Only missing data from 4 of them)
(Deadline receiving data Friday 21st of march)
- Contact all software suppliers (More involvement is needed, need to have better contact person. See Overview below.
(Deadline Friday 21st march. Since we have not received all of their data I have to push them to send info this week) New deadline friday 28th march.
- Contact other organizations with disposal of data on golf development

DATA GATHERING (DEADLINE 2-3 WEEK OF MARCH)

- Collect demographic development in golf and in general per country (In progress. Only gender development is complete. Age development is still incomplete and different data or distribution has been provided, so far)
Deadline 9 May
- Collect data on golf course development per country (completed)
- Collect data on Rounds (in progress, only few countries and golf software suppliers have provided us with this information)
Two questions where added to the questionnaire and contacted MCOs where the data is not available.
- Create a proposal for the Dashboard for software suppliers (In progress) deadline Wednesday 26 march.
- Organize data per country (In progress almost finished)
- Verify if the graphs and information is correct with federations (In progress)
- Analyze data and write report (start date 3 week of april- end date june)

COUNTRY SNAPSHOT (DEADLINE 3 OF APRIL)

- Choose a country (Sweden)
- Design and create graphs (In progress)
- Find template (In progress)
- Find articles about golf in the country (In progress)
- Implement other research (In progress)
- Contact tourism board for video about golf in that country (In progress)
- Get quotes from the CEOs of the most influential golf organizations in that country (In progress)
- Find best grow the game initiative (In progress)
- Do the same for all the different countries in process
- Send snapshot in News letter

FINAL REPORT (1-2 WEEK OF JUNE)

- Write an analysis in general (Europe)
- Write an analysis per country (Include results from the lifecycle analysis per country)
- Draw conclusions
- Give recommendations
- Combine Qualitative and quantitative research

CONTACTED SOFTWARE SUPPLIERS FOR ROUNDS

- Intogolf (received detailed information on rounds)
- Egolf4u (Have received data but not on rounds)
- Concept software (are not able to collect the data)
- Sports marketing surveys (received some data on golf rounds and golf development in the UK)
- Albatros don't have rounds but they are looking at ways to do this in the future)
- PC Caddie (received some data. They are going to send more data.
- ESP Europa Leisure House (talked with the guy, send him the info, but it seems they do not want to make the effort)
- Golf systems international (nothing)
- Epic software (I have called but they say they don't own the data and that have to ask the owners directly if they can provide us with info.
- Open Golf are sending some data
- Some federations have provided data on rounds development

Notes:

More MCOs to be contacted this weeks to get data on rounds

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