

Florida's First Coast of Golf

MONTHLY ROUNDS REPORT

MONTH REPORTING

COURSE NAME

COMPLETED BY

TOTAL PAID ROUNDS

(Travel/out of town Rounds + Local/member Rounds)

<input type="text"/>	Example 1692
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OF CLUB RENTALS

<input type="text"/>	Example 26
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% NON RESIDENT PLAY

(Travel/out of town rounds
= greater than 60 miles from your course)

<input type="text"/>	Example 30 %
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% RESIDENT/MEMBER PLAY

(Local/member rounds)

<input type="text"/>	Example 70 %
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Please send to: jenna@fla-golf.org

The data above assists Florida's First Coast of Golf determine on a monthly basis the overall health of the golf industry in NE Florida and growth trends in the golf travel industry.

Thank you for your participation!

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DUVAL COUNTY GOLF TOURISM

ECONOMIC IMPACT

January 1, 2017 – December 31, 2017

TOTAL COMMERCIAL LODGING IMPACT

▲ # Rooms x Avg Room Rate 40,514 x \$91.62
= \$3,711,823

TOTAL GOLF IMPACT

▲ # Rounds x Avg. Round Rate 155,822 x \$55.37
= \$8,627,864

CONSUMER SPENDING IMPACT

▲ # of golfers x 4.6 night stay
at \$167.00/day \$167.00 x 33,874 golfers x 4.6 nights
= \$26,022,007

TOTAL SALES TAX IMPACT

▲ Commercial lodging, golf
and daily consumer spending \$38,361,694 x 7%
= \$2,685,319

Output Impact \$38,361,694 x 1.5 (Output Multiplier)
= \$57,542,541

Earnings Impact \$38,361,694 x .57 (Earnings Multiplier)
= \$21,866,166

Employment Impact \$38,361,694 ÷ 1,000,000 x 22
(Employment Multiplier)
= 844 jobs

TOTAL ECONOMIC IMPACT

\$120,445,720

* Florida Sports Foundation Economic Impact Model.

DUVAL COUNTY GOLF TOURISM

FOOTNOTES TO 2017 DUVAL COUNTY ECONOMIC IMPACT REPORT:

- Number of publicly accessible golf courses tourist play while staying in Duval County lodging = 15
- 34,627 Average total reported rounds per course x 15 courses = 519,405 total paid rounds
- 519,405 total reported rounds x 30% average reported tourist rounds = 155,822 tourist rounds
- 155,822 tourist rounds x \$55.37 Average cost per round = \$8,627,864
- 155,822 tourist rounds / 2ppl per room = 77,911 rooms x 52% golfers staying in Duval County commercial lodging = 40,514 commercial hotel room nights
- \$91.62 Average room rate x 40,514 commercial room nights = \$3,711,893
- 77,911 room nights (commercial lodging & Friends & Family) / 4.6 night stay = 16,937 x 2 ppl per room 33,874 golf tourists
- Daily Consumer Spending at \$167.00/day x 33,874 golfers x 4.6 night stay = \$26,022,007
- 7% Sales tax revenue on commercial lodging, golf, restaurants = \$2,685,319

SOURCES:

- ✓ 2017 UNF Public Opinion Research Laboratory
 - Concluded more than 22 publicly accessible golf courses tourist play, stay in Jacksonville commercial lodging. 15 courses used for this report
- ✓ Total and Tourist Round Data: Source - monthly rounds reported by NE FL golf courses
- ✓ Average cost per round source – CY 2017 golf course average rates
- ✓ 2017 UNF Public Opinion Research Laboratory
 - Concluded 52% of golf tourists stay in commercial lodging. 48% stay with friends/family and non-bed tax collecting accommodations.
- ✓ 2017 ADR \$91.62: Source - Jacksonville STR report
- ✓ Average length of stay of 4.6 nights source - 2017 UNF Public Opinion Research Laboratory
- ✓ Daily consumer spending source - VISIT FLORIDA 2016 Golf Visitor Profile

Earnings

The income of local households from wages, salaries, and proprietors incomes. The earnings impact is the increase in household income directly or indirectly attributable to the event.

Employment

The number of jobs in the local economy. The employment impact is the expected increase in jobs directly or indirectly attributable to the event.

Multipplier

The expected change in output, earnings, or employment for each one-dollar change (million dollar change for employment) in direct impact.

Output

The value of sales of goods and services by local businesses. The output is the increase in sales directly and indirectly attributable to the event.