

# GM/ HP WEEKLY SURVEY SUMMARY



*Magna Golf Club, Aurora, ON*

59club  
study

JANUARY 22ND 2024

## GM SUMMARY

20% are using ChatGPT for communications



*I have put the occasional report through the system to see what comes back. It can be both impressive and inaccurate, so we do not rely on it. More from a curiosity standpoint.*



*I can appreciate how this tool is leading to increased productivity in the workforce. However, I am struggling with the authenticity/sincerity of an email or other communication that is produced by AI.*

Roughly 70% don't issue any member referral fees while very few of the rest register them as taxable benefits



*The value of our referral is under the maximum allowable gift limit that qualifies as non-taxable.*

50% change their a la carte menu seasonally while 18% change it bi-monthly and another 18% change it semi-annually.



*Seasonal menus for lunch : spring, summer, fall. Bi-weekly dinner table d'hote menus.*

# GM / HP WEEKLY SURVEY SUMMARY



**45% experienced an increase in their holiday promotions for 2023 vs the previous year while 27% didn't run any promotions**



**44% have at least some interest in on-site, customer/member service training this spring**

## HP SUMMARY



**47% offer a benefits package to full-time, seasonal staff**



**20% of private club golf shops are pro-owned**



**69% do not have an online store for their shop, however 23% are considering it**

**\*Insufficient data for green fee and cart revenue totals as some skipped the question and some listed what they're charging instead of overall revenue. We will ask again.**

**52 private club GM's and 40 private club HP's participated in this survey**

# 59 CLUB STUDY SUBSCRIBERS:

## ALBERTA

Calgary Petroleum Club  
Cottonwood Golf & Country Club  
Derrick Golf & Winter Club  
Edmonton Petroleum Golf & Country Club  
Edmonton Country Club  
Glendale Golf & Country Club  
Highlands Golf Club  
Pinebrook Golf & Country Club  
Red Deer Golf & Country Club  
Windermere Golf & Country Club

## BRITISH COLUMBIA

Gorge Vale Golf Club  
Richmond Country Club  
Seymour Golf & Country Club  
The Vancouver Club  
Vancouver Lawn Tennis & Badminton Club  
Quilchena Golf & Country Club

## MANITOBA

Elmhurst Golf Club  
Niakwa Country Club  
St. Charles Country Club

## NEW BRUNSWICK

Riverside Country Club (Saint John)

## NOVA SCOTIA

Ashburn Golf Club

## QUEBEC

Beaconsfield Golf Club  
Club St. James  
Kanawaki Golf Club  
Royal St. Lawrence Yacht Club  
Royal Montreal Golf Club  
Royal Ottawa Golf Club  
Whitlock Golf & Country Club

## SASKATCHEWAN

Riverside Country Club (Saskatoon)  
Saskatoon Club

## ONTARIO

Albany Club  
Balmy Beach Club  
Bayview Golf & Country Club  
Beach Grove Golf & Country Club  
Beverly Golf & Country Club  
Bigwin Island Golf Club  
Brantford Golf & Country Club  
Camelot Golf & Country Club  
Carelton Golf & Yacht Club  
ClubLink  
Credit Valley Golf & Country Club  
Donalda Club  
Galt Country Club  
Granite Golf  
Hamilton Golf & Country Club  
Ladies' Golf Club of Toronto  
Lambton Golf & Country Club  
Lookout Point Country Club  
Mad River Golf Club  
Magna Golf Club  
Maple City Country Club  
Markland Wood Golf Club  
Mississauga Golf & Country Club  
Muskoka Lakes Golf & Country Club  
Ontario Racquet Club  
Oshawa Golf & Curling Club  
Peterborough Golf & Country Club  
Port Credit Yacht Club  
Rideau View Golf Club  
RiverBend Golf Community  
Rosedale Golf Club  
Sarnia Golf & Curling Club  
St Andrews East Golf & Country Club  
Scarboro Golf & Country Club  
St. George's Golf & Country Club  
Summit Golf Club  
The Briars Golf Club  
The Club at North Halton  
The National Club  
The Toronto Hunt Club  
Toronto Club  
Toronto Cricket Skating and Curling Club  
University Club of Toronto  
Weston Golf & Country Club  
Windsor Yacht Club