



**WEARE  
GOLF**

# FLORIDA HOME TO GOLF

Florida is home to the headquarters of the PGA TOUR in Ponte Vedra Beach, the LPGA in Daytona Beach, the PGA of America in Palm Beach Gardens, as well as The First Tee, the World Golf Hall of Fame and the World Golf Foundation in St. Augustine, Fla.

One of golf's most prestigious tournaments, THE PLAYERS Championship has an economic impact of \$150 million according to a 2007 University of Florida study. In 2017, 54% of attendees came from outside Northeast Florida. Proceeds from THE PLAYERS benefit Northeast Florida charities and have totaled more than \$100 million since the event moved to Ponte Vedra Beach in 1977, including a record \$9 million generated in 2018. In April 2011, THE PLAYERS announced a new charitable focus, committing to generate \$50 million for youth-related charities over 10 years. That goal was reached last year.

In addition to THE PLAYERS Championship, Florida hosts four other PGA TOUR events during the year: The Honda Classic in Palm Beach Gardens, the Valspar Championship in Palm Harbor and the Arnold Palmer Invitational presented by MasterCard in Orlando make up the annual Florida Swing in March. The QBE Shootout is held in December in Naples.

Additionally, the Champions Tour host two official events: The Oasis Championship in Boca Raton and the Chubb Classic in Naples in February and the PNC Father Son Challenge in December in Orlando.

The Web.com Tour hosts the LECOM Suncoast Classic in February in Lakewood Ranch. Florida also hosts the LPGA's Diamond Resorts Tournament of Champions Presented by 10A in January at Lake Buena Vista and the season ending CME Group Tour Championship in Naples - and five Symetra Tour events.

**BECAUSE GOLF IS  
MORE THAN JUST A  
GAME - ECONOMIC  
IMPACT ON FLORIDA**

**\$11 BILLION**

TOTAL ECONOMIC IMPACT  
IN FLORIDA IN 2013

**132,000**

TOTAL GOLF-RELATED  
JOBS IN FLORIDA IN 2013

**1,000+**

GOLF FACILITIES IN  
FLORIDA IN 2016

**\$2.84 BILLION**

RAISED FOR CHARITY BY  
THE PGA TOUR IN ITS HISTORY



#FGD19

@wearegolf

**15%**

Fewer than 15% of golf courses utilize municipal water

**11**

Average number of acres of bodies of water found on golf courses

**2,000**

Calories burned walking an 18-hole golf course

**5**

Average number of miles walked per 18-hole golf course

**\$7 MILLION**

Amount raised by Folds of Honor for military families during Patriot Golf Day 2017

**OVER  
\$2.84 BILLION**

Raised for charity by the PGA TOUR in its history

## **GOLF - HELPING TO SHAPE OUR YOUTH**

Golf builds character. There are many values inherent in the game of golf. In how many other sports do players call penalties on themselves and report their own score? There are no referees in golf and it requires honesty, perseverance and integrity. Organizations like The First Tee are helping young people build character through the game of golf while providing a fun and safe environment with adult mentors. There are 14 chapters of The First Tee in the state of Florida helping to prepare youth for success both on and off the golf course.

## **DRIVING TOWARD SUSTAINABILITY**

The golf industry is dedicated to environmental responsibility. Some of the games leading organizations have invested considerable resources in the effort and are leading golf's drive toward sustainability. By supporting initiatives like the one led by the Golf Course Superintendents Association of America and elevating golf's environmental consciousness, the industry is working to achieve its goal of offering a sustainable asset to the community that is managed with a focus on water conservation, water quality protection, waste reduction, energy conservation and pollution prevention.

## **KEEPING AMERICA HEALTHY**

We know hitting the links is good for your swing. But, increasingly, studies are showing it is also good for your body. To help spread this word, the golf industry launched the Golf & Health project, academically researching and highlighting how the game can benefit peoples' lives. Key benefits include improvements in life expectancy and quality of life, as well as physical and mental health benefits. Golf is expected to decrease the risk of more than 40 major chronic diseases like type 2 diabetes, heart attacks, colon and breast cancer. For more information, please visit [www.golfandhealth.org](http://www.golfandhealth.org).

## **GIVING BACK**

Golf has a longstanding history of giving back. It starts with the positive values of sportsmanship, respect, integrity and life skills that are inherent in the game and passed on to those who learn it, and continues with billions of dollars raised annually for charities across the country. The golf industry's major organizations build and support programs promoting fellowship and life-enhancing ideals that are proving to have a lifelong effect on all they touch.