

Report: Golf in Scotland Worth \$1.82 Billion

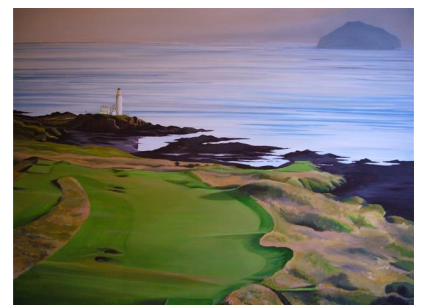
A new study shows that the Scottish golf tourism sector is a \$1.8 billion dollar industry. Scotland has been known for a long time to be the 'Home of Golf'. However, until recent years Scotland has not had its golf industry analyzed in this way. This new evidence brings to light some interesting facts.



A new report called the 'Value of Golf to Scotland's Economy' discovered that the industry brings in around \$1.82 billion in yearly provision referred to as 'direct, indirect and induced effects'. On the other hand, the yearly American golf economy is valued at \$68.8 billion, reports golf industry leaders. This is a significant amount of money for the golf industry.

Over 20,000 individuals have careers in the golf industry in Scotland. In fact, most careers in Scotland depend on golf. Therefore, wages of over \$466 million are being generated by the golf industry, every year. People have a lot to be grateful for where the golf industry is concerned.

"The evidence clearly shows the influence of golf on Scotland's economy," reported Hamish Grey. In comparison to other industries, it is evident that, direct revenues in golf, contribute 89% that of fish farming and fishing, with 83% air transport. Golf clearly adds value to the economy and helps people find jobs.



The report concentrates on six parts of the golf business. There are over 600 golf facilities within Scotland, 597 are golf courses. Overall, golf facilities support over 12,300 careers and earn over \$905 million in revenues each year.

The sale of "golf supplies" including; equipment, clothing and accessories makes \$244 million each year. Around 85% of the market is made up by on-course golf shops and golf professionals.

\$187 million has been generated by golf tourism. Golf tourism in Scotland is estimated to be worth \$342 million yearly and around 1,480 individuals are employed directly in golf tourism.

Around one third of the Scotland rounds are played by golfers who are not from Scotland. Of these, 57% are from the United Kingdom, 19% European, 17% North American and 8% from other countries.

There are challenging conditions for Scottish golf clubs, especially where finance and climate is concerned. We are living in economic uncertainty. Everyone is concerned about how they will deal with economic pressure. However, they are still continuing to operate and the Scottish union provides affiliated clubs with extra support, help and advice with future business planning to make sure, there are strong clubs in the future and to make the most of the money that is spent in the industry.



It is important that the money is spent wisely and reinvested in the industry. Sponsoring young and upcoming golf players is another way of spending money wisely. By training young golfers the future of golf looks brighter.

The challenge is to work with the evidence provided by this report and make sure that future Scottish businessmen, benefit from this sport and the related industry. A lot of international delegates have visited Scotland to find out more. Scotland is not only seen as a world-class golfing venue, but also a global leader in the golf industry.

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