



THE ECONOMIC IMPACT OF NEVADA GOLF

Executive Summary

The game of golf drives significant economic activity across the State of Nevada. The industry’s impact includes not only direct spending and investment by golf facilities, but also golf-related consumer spending on equipment and apparel, golf tourism, and new golf-related residential construction.

Key Findings

In 2018, the Nevada golf industry’s \$1.242 billion of direct economic activity generated secondary and tertiary activity that resulted in:

- \$1.981 billion of direct, indirect, and induced economic output;
- 17,505 direct, indirect, and induced jobs;
- \$701.3 million in wages and benefits; and
- \$138.6 million in state and local tax revenue.

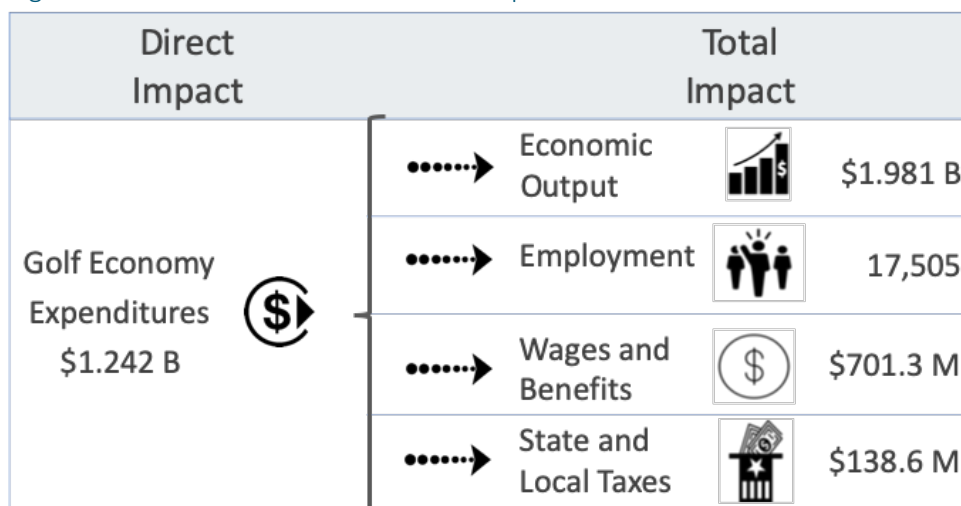
Study Highlights

- Nevada’s 88 regulation golf facilities (which managed 98.5 18-hole equivalent courses) and alternative facilities generated \$301.0 million in operating revenue.
- Golf supports the state’s tourism industry, attracting travelers to different parts of the

state and offering an outdoor recreational activity that complements other popular tourist activities. Travelers who played golf while on a trip to Las Vegas, Reno, or the rest of the state spent an estimated \$744.3 million.

- Golf championships also drive tourism. In 2018, Nevada hosted two PGA TOUR Events: the Shriners Hospitals for Children Open, played at the TPC Summerlin in Las Vegas, and the Barracuda Championship, played at Montrêux Golf and Country Club, near Reno/Tahoe.
- New golf home construction was occurring at Sun City Mesquite at Conestoga Golf Club, Lake Las Vegas at Reflection Bay, The Summit at the Summit Club, Tuscany Village at Chimera Golf Club, and The Pointe and Wintercreek at Somerset Golf and Country Club.

Figure 1. Nevada Golf's Total Economic Impact 2018



Source: TEconomy Partners, LLC



Table 1. Nevada's Direct Golf Economy by Industry Segment: 2018 (\$M)

	2018
CORE INDUSTRIES	
Golf Facility Operations	\$301.0
Golf Course Capital Investments (investment and new construction)	\$15.1
Golf-Related Supplies	\$42.0
Major Golf Tournaments and Associations	\$11.4
Golf Charitable Events	\$37.0
Total Core Industries	\$406.5
ENABLED INDUSTRIES	
Golf Tourism	\$744.3
Golf Real Estate (new home construction and realized premium)	\$326.4
Total Enabled Industries	\$1,070.7
TOTAL GOLF ECONOMY	\$1,477.1
TOTAL DIRECT IMPACT FOR IMPACT ANALYSIS	\$1,242.5

Note: * Total economic impact is calculated on the total direct impact. See full report for explanation.

Nevada is a small state of 3 million people that hits above its weight in golf facility operations due to its large number of golf resorts and golf rounds generated by visitors. Nevada facilities (e.g., privates, resorts, and daily fees/semi-privates) reported higher average revenue than the national average. Nevadan retailers earned \$16.7M on an estimated \$42.0M of sales of golf equipment and apparel. Member-driven associations organize tournaments, trainings, and meetings. Looking beyond the green, Golf Tourism and Golf Real Estate, were strengths.

In 2018, the size of Nevada's direct golf economy was comparable to other major industry sectors¹:

- Agriculture (\$664.9M)
- Performing Arts (\$883.7M)
- Computer Programming (\$1.316B)

Source: ¹ USDA, Economic Research Service and IMPLAN Nevada state model. See full report for more details.

Charitable Impact

Nevada golf facilities hosted charitable events that generated \$37.0 million in net proceeds and in-kind contributions for beneficiary organizations. These range from smaller, but highly impactful charitable golf events that raise money for local hospitals, youth development organizations, medical research, college scholarships, etc., to major events like the Governor's Black-Tie Event at Southern Highlands, which raised \$1 million for the Assistance League of Las Vegas, Discovery Children's Museum, and several others; the Red Rock Classic, which raised over \$100,000 for Operation Homefront Nevada, providing critical assistance to military families; and HELP of Southern Nevada Golfer's Roundup at Cascata Golf Club, which raised \$60,000 for shelter and services for homeless youth and adults.

See full report for methodology and explanations

