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Tips to Win Over Millennials

I'm a Millennial, one of those young Americans born between 1982 and 2000 who have been in the news lately.

By the numbers, we're 83.1 million, a generation larger than our Baby Boomer parents. We're also very different than our parents, especially when it comes to interests in sports. Many Millennials aren't out there swinging a golf club and that worries clubs' boards and managers.

Recently, the number of golfers dropped from 24.7 to 24.1 million, according to the National Golf Foundation. However, it's also reported that there are 12 million Millennial non-golfers interested in playing the game. Sounds like a great opportunity for clubs!

So how can clubs win over Millennial and introduce new players to this great game? Here are some great tips:

1. Offer clinics and lessons targeted at Millennials. Using a variety of games, music, food and drink during clinics, has been very successful in targeting Millennials, especially those who are new to the game. Offer specials such as reduced cost food and drinks. Create a great entertainment experience – think of TopGolf's success.

2. Use social media smartly by developing a marketing plan. Highlight the game's most exciting players and put pictures of Millennials on your website. Consider the fact that Millennial golfers spend \$5 billion a year on golf. It's also worth it to get testimonials from Millennials and spread it online through social media and your website.

3. Make a commitment to attract Millennials by starting a task team responsible for gathering information and

developing strategies to help increase the awareness about golf, the benefits of playing and how much fun it is!

4. Show that golf is inclusive. In this generation, about 44 percent are part of an ethnic group or minority race, a change in just the last decade. The generation right behind them is even more diverse. It will be the first majority-minority group in the country.

5. Millennials like feedback. Say you appreciate them coming to play the game. Put a feedback system in place to gather information from them that will drive participation, as well as give you insight into what they want.

to the clubs to decide whether to change some policies to attract Millennials. But if it means more young people joining those who already love the game, it may be worth it.

7. Take inventory of your equipment and facility to be sure that you are maximizing the use of technology. You want them to believe your club is on top of the latest and greatest technology.

8. At times, people make negative assumptions about Millennials. Staff should be trained to appreciate all ages to ensure your brand is not tarnished.



Millennials will assess their overall experience while also considering if they will return. By taking the extra initiative to reach out to them to solicit their feedback, you can build loyalty and repeat golfers.

6. Research suggests that Millennials don't like some of the rules of golf, including the strict dress code. It's up

9. Prepare a list of benefits of the game of golf, highlighting how it builds skills, the benefits in business and how it helps in building your network.

If it means more young people joining those who already love the game, I suspect implementing these suggestions will be worth it! **BR**