

Collaborative strategies for Golf & Pitch & Putt

Comparative SWOT Analyses

Long Course Golf:

Strengths

- Established sport with large fan-base and infrastructure
- Offers a wider range of skill development and challenges
- High-profile tournaments and professional opportunities
- Potential for higher revenue generation

Weaknesses

- Can be expensive and time-consuming to play
- Intimidating for beginners and casual players
- Declining participation rates in some regions
- Environmental impact of maintaining large courses

Opportunities

- Interest in golf is growing via media coverage of professional tour rivalry
- The 2024 Olympics will show-case golf once again
- Peaceful, outdoor activities offer relief from global unrest
- Investors are looking for opportunities with good moral standing

Threats

- Competition from other sports
- Environmentalists invent false reports on water usage
- Land is becoming more expensive

Pitch & Putt:

Strengths

- More affordable and accessible for all ages and skill levels
- Faster paced and easier to learn, encouraging repeat play
- Smaller footprint requires less land and maintenance
- Ideal for social gatherings and family outings

Weaknesses

- Lacks the prestige and competitive depth of long course golf
- Lower revenue generation potential compared to full courses
- Limited opportunities for professional careers
- Can be seen as a "lesser" version of golf

Opportunities

- Major sports now have shorter, faster versions (rugby, cricket, tennis)
- Land close to cities and unsuitable for housing can be rehabilitated
- The “greening” of urban areas has become a top priority
- Friendly, outdoor socializing is at a premium

Threats

- Competition from other sports
- Building and maintenance costs are on the up
- Vandalism of all sorts is more prevalent close to cities
- Volunteers are in demand elsewhere, so less available

Collaborative Opportunities

These SWOT analyses show how collaboration can help both formats:

- Develop Pitch & Putt facilities within existing golf courses
- Offer joint memberships or discounted rates for both courses
- Organize social events and tournaments that appeal to both golfers
- Use Pitch & Putt as a feeder program for introducing new players to golf
- Market Pitch & Putt as a "quick play" option for busy lifestyles
- Golf can expand its customer base and attract new players
- P&P can gain legitimacy and prestige by associating with golf

Next Steps

St Etienne will lay the foundations for collaborative opportunities

May to August - specific programmes will be brainstormed to plan events to leverage the strengths of both formats

IPPA General Assembly in Milan in September will validate the proposals

Conclusion

On 21 April, we should leave St Etienne with the firm conviction that we have laid the foundations for a new era in golf where P&P is recognized as an excellent version of the sport and is contributing effectively to the development of golf in general.