

Corica Golf Course Survey 2024

Alameda Golf Commission

Golf Committee _ July 9, 2024



Agenda

- Objectives
- Participants
- Key Survey Questions
- Summary Survey Findings
- Conclusion

Objectives

- Understand golfer experiences at Corica GC?
 - What are their likes and dislikes?
 - Who golfs at Corica GC?
 - What can be improved?
- Collaborate with Greenway Golf, City of Alameda, and local golf clubs to develop a survey tool.
- Communicate findings & share analysis with Greenway Golf, residents of Alameda & City of Alameda.

Survey participants

- Survey Administered by City of Alameda
- Mixed method survey - 12 question survey
- 138 respondents during March-June 2024
- 38% play weekly, 40% play more than once a week
- 43% play the South weekly, 7% play the North weekly
- 41% female, 55% male
- Age: 27% 61-70, 30% 71-80
- Golf index: 28% 11-15, 29% >20
- Local club affiliation: Alameda Women's Club 29%, Men's Club 7%, Junior's 1%
- Live in Alameda: 48%

Key Survey Questions

- **Q-2 How would you rate your overall golfing experience at Corica GC in terms of:**
 - Booking tee times
 - Cost of green fees
 - Condition of course
 - Speed of play
 - Friendliness of staff
 - Practice facility
 - Food and beverage service
- **Q-6 What would cause you to play Corica GC more often:**
 - Course conditions were improved
 - Pace of play was faster
 - Green fees were lower
 - Easier to book a tee time
 - Practice facilities were improved
 - Food & beverage service was improved
 - Pro-shop or on-course staff were friendlier
 - I lived closer to the course
 - Course was easier to play

Summary Survey Findings

- Overall golfing experience: 63% excellent/good, 42% fair/poor
- Likes
 - Friendliness of staff: 73% excellent/good
 - Food & beverage service: 63%
 - Practice facility: 60%
- Dislikes
 - Cost of green fees: 73% fair/poor
 - Pace of play: 45%
 - Course conditions: 42%
 - Ease of booking tee time: 37%
- What would cause you to play Corica GC more often?
 - Green fees were lower: 94% definitely/possibly
 - Easier to book a tee time: 72%
 - Course conditions improved: 71%
 - Pace of play faster: 66%

Conclusion - Bottom Line

- Green fee prices are a major issue and opportunity
 - 73% poor/fair, 94% would play more
- Experiences that respondents liked about Corica GC are NOT the key drivers
 - Friendliness of staff
 - Food & beverage service
 - Practice facility
- Other opportunities to increase play
 - Improve Course conditions
 - Easier Tee time booking
 - Faster pace of play