

## **Are Golfers Interested in Playing a Reversible Golf Course Design?**

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### **ABSTRACT**

Since 2006, the number of golfers in the United States has declined steadily. To address, reversible golf course design is a new concept that allows a golf course to be played with a different sequencing of holes such that golfers can play the same course both forward and reverse. Periodically, usually daily, courses are reversed, creating a different course on the same piece of property, which can create more interest and also challenge the golfers to play more often. Only a handful of reversible courses exist, but their popularity is growing. Our research could help determine where to build a reversible golf course and what type of golfers to market.

In this study, we surveyed golfers (N = 320) in the United States to identify what type of golfers would be interested in reversible courses. Golfer demographics were collected as well as interest in reversible golf courses and other aspects such as pace of play. Golfers' interest in playing reversible golf courses was highly correlated with golfers' interest in new equipment. The weakest correlation was between golfers' interest in reversible golf courses and golfers' interest in an acceptable pace of play. Better golfers were most interested in reversible golf courses. Other findings included that golfers' interest in reversible golf courses was higher for golfers who are younger and early in their playing 'career', golfers who play more frequently, golfers who have a home/primary course or member of a club, golfers who take more vacations, and golfers from California, Nevada, or Arizona. Interest in reversible golf courses was not related to how many courses are available locally, how large a city that you live, education, income, gender, or race.

Keywords: reversible golf course