

# 2023 Annual Report

*Publication Date: March 21, 2024*

*YTD Numbers as of February 29, 2024*



# 2023 Overview

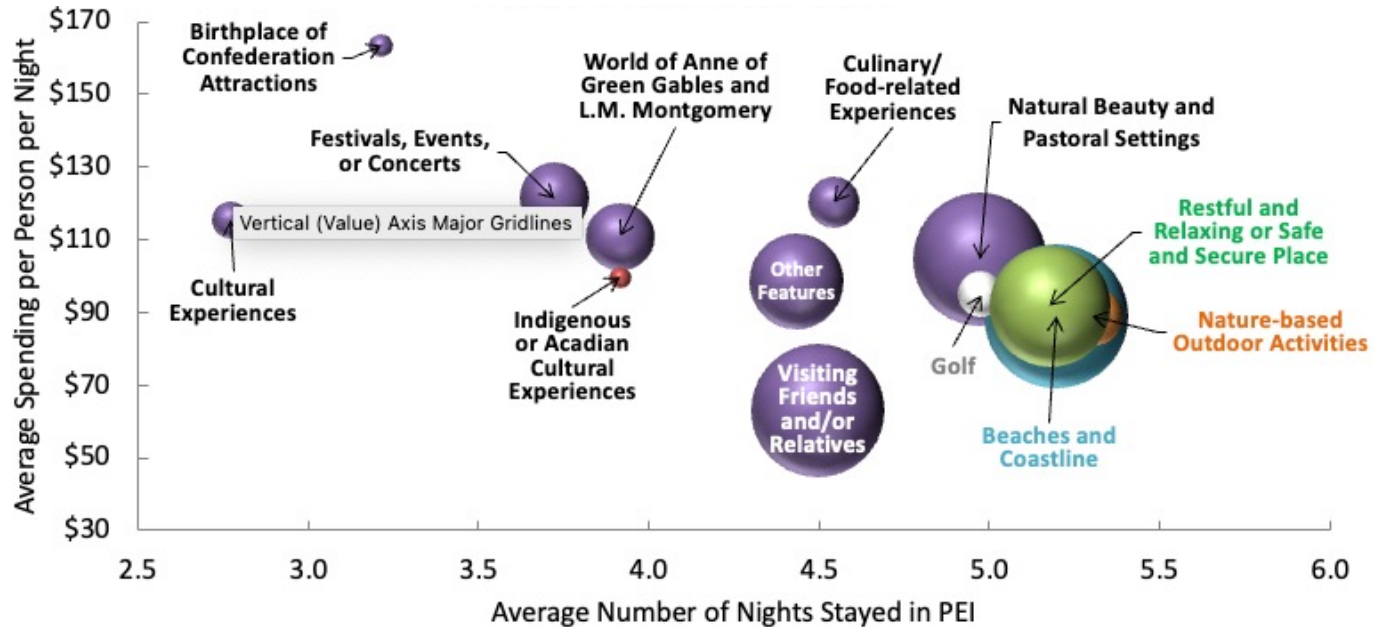
- Strong golf season following what was already a record-breaking year in 2022
- Most non-member (paid) rounds ever at 190,000, beating 2022 by almost 15,000
- Total rounds played on PEI were just shy of 400,000
- Highest Res Centre revenue on record at \$1.707M (\$1.695M in 2022)
- Online tee time bookings generated \$1.313M in revenue directly to golf courses
- Website pageviews of 384,000 and 5.2 million social media impressions

# Industry Statistics

- **2023:** Golf rounds across Canada were up, except in Quebec (-4.6%) and Atlantic Canada (-5.1%); however, PEI specifically saw an increase of 3.8% in total rounds played. ([NGCOA Canada](#))
- Golf contributes an estimated annual **\$62.2 Million towards PEI's GDP**, with total direct economic activity estimated at **\$105 Million**. Further, **\$34.4 Million** in revenues are estimated for golf courses and associated facilities. ([2014 NAGA Study](#))
- Atlantic Canada golf industry contributes approximately **\$890.9 Million** towards the regional GDP, which includes almost **14,000 jobs**. ([2019 NAGA Study](#))

# Overnight Pleasure Travel Market by Primary Features that Attracted Visitors to PEI

Source: 2019 Exit Survey

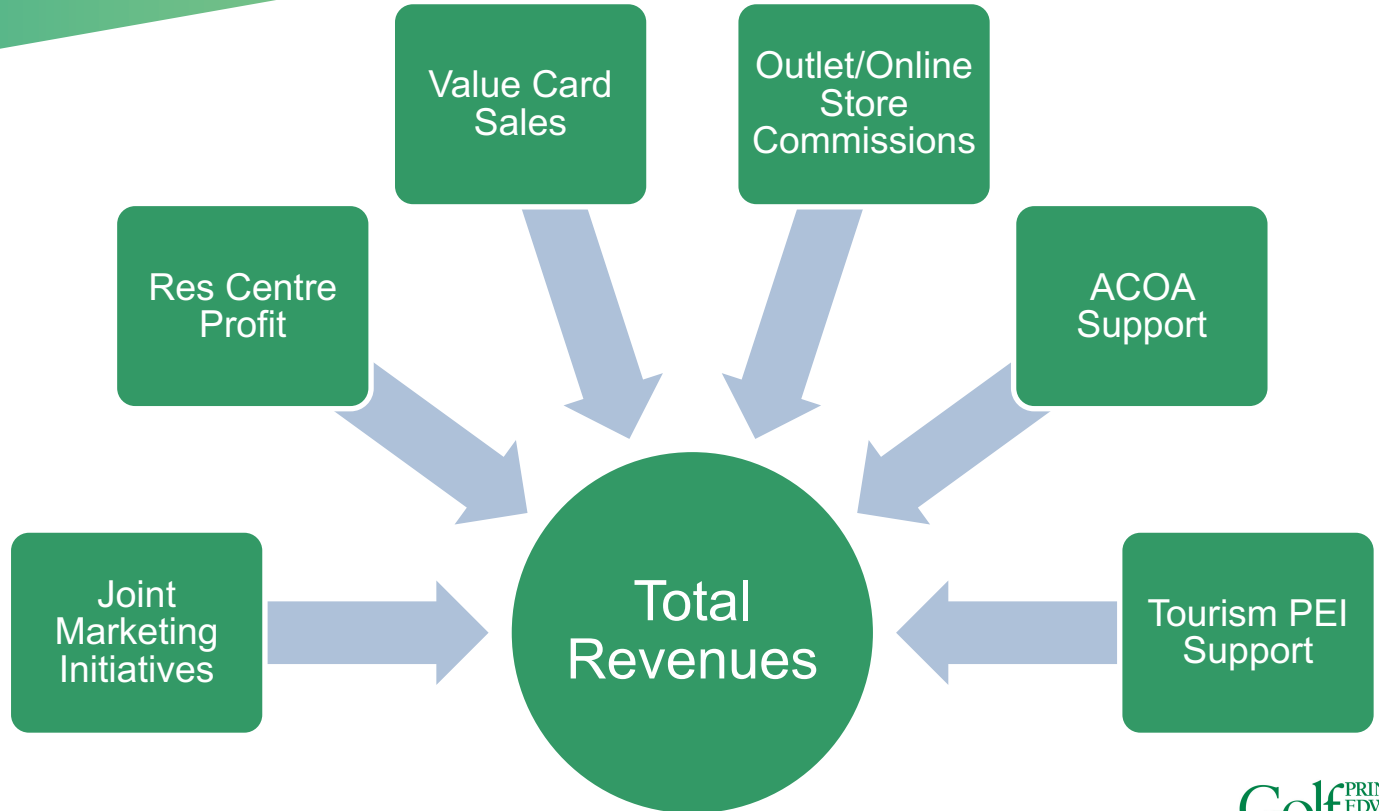


Note: The size of bubbles indicate relative size of each markets from the biggest market (Beach and Coastline).  
Source: 2018-2019 Exit Survey

# Golf Industry Contribution



# Sources of Revenue



# Rounds Report



# Comparative Rounds 2019 – 2023

<b>Totals</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Paid	140,284	122,043	168,207	175,991	190,206
Member	149,899	202,684	235,109	198,637	198,773
Complimentary	4,145	4,117	3,891	3,873	4,376
Value Cards	7,276	7,355	6,449	6,500	6,305
<b>Total</b>	<b>301,604</b>	<b>336,199</b>	<b>413,656</b>	<b>385,001</b>	<b>399,660</b>

# 2023 Rounds by Month

<b>Member Totals</b>	<b>Apr-23</b>	<b>May-23</b>	<b>Jun-23</b>	<b>Jul-23</b>	<b>Aug-23</b>	<b>Sep-23</b>	<b>Oct-23</b>	<b>Total</b>
<b>Paid</b>	3,301	15,061	36,364	43,120	42,894	35,066	14,400	<b>190,206</b>
<b>Member</b>	1,885	27,372	36,546	42,334	39,357	31,860	19,419	<b>198,773</b>
<b>Complimentary</b>	5	377	673	784	1252	705	580	<b>4,376</b>
<b>Value Cards</b>	76	419	748	1,523	1,534	1,347	658	<b>6,305</b>
<b>Total</b>	<b>5,267</b>	<b>43,229</b>	<b>74,331</b>	<b>87,761</b>	<b>85,037</b>	<b>68,978</b>	<b>35,057</b>	<b>399,660</b>

# 2023 Rounds by Month

## (% Change YOY vs. 2022)

Member Totals	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Total
<b>Paid</b>	162.0%	3.8%	10.7%	9.1%	-5.7%	12.2%	29.8%	<b>8.1%</b>
<b>Member</b>	86.8%	0.2%	-5.3%	-5.2%	-8.5%	17.8%	14.2%	<b>0.1%</b>
<b>Complimentary</b>	0.0%	27.8%	4.0%	-22.3%	32.2%	3.1%	102.8%	<b>13.0%</b>
<b>Value Cards</b>	76.7%	-17.4%	-17.5%	-4.1%	-9.3%	21.6%	0.5%	<b>-3.0%</b>
<b>Total</b>	<b>127.3%</b>	<b>1.4%</b>	<b>1.8%</b>	<b>1.1%</b>	<b>-6.7%</b>	<b>14.8%</b>	<b>20.7%</b>	<b>3.8%</b>

# Golf Revenue – All channels

	2016	2017	2018	2019	2020	2021	2022	2023	YTD 2024	Totals
<b>Online Tee Times</b>	\$458,069	\$534,518	\$562,650	\$582,750	\$384,694	\$850,383	\$1,261,929	\$1,313,191	\$90,700	\$6,038,884
<b>Res Centre</b>	\$332,788	\$320,593	\$425,330	\$581,302	\$205,940	\$500,276	\$796,469	\$839,429	\$653,050	\$4,655,177
<b>Weekly</b>	\$18,725	\$14,820	\$34,960	\$13,105	\$1,188	\$15,088	\$14,398	\$21,690	\$14,496	\$148,470
<b>Res Centre - Phone</b>	\$45,658	\$43,809	\$61,825	\$64,328	\$17,889	\$21,299	n/a	n/a	n/a	\$331,844
<b>Totals</b>	<b>\$855,240</b>	<b>\$913,740</b>	<b>\$1,084,765</b>	<b>\$1,241,485</b>	<b>\$609,711</b>	<b>\$1,387,045</b>	<b>\$2,072,796</b>	<b>\$2,174,310</b>	<b>\$758,246</b>	<b>\$11,097,338</b>

\*Res Centre inquiries via phone are now guided to our Request A Quote tool on [www.golfpei.ca](http://www.golfpei.ca)

# Online Tee Times by Course

Booked via [golfpei.ca/book-tee-time](http://golfpei.ca/book-tee-time)

Course	2021	2022	2023	Grand Total
Andersons Creek	\$48,885	\$74,035	\$81,495	\$204,415
Avondale	\$17,375	\$70,565	\$108,445	\$196,385
Belfast	\$20,181	\$29,203	\$35,618	\$85,002
Belvedere	\$408	\$8,098	\$12,455	\$20,961
Brudenell River	\$113,778	\$133,603	\$148,070	\$395,451
Clyde River	\$34,725	\$29,994	\$49,365	\$114,084
Countryview	\$22,019	\$22,378	\$35,385	\$79,782
Dundarave	\$73,658	\$106,717	\$134,960	\$315,335
Eagles Glenn	\$150,255	\$165,260	\$126,015	\$441,530
Forest Hills	\$2,905	n/a	n/a	\$2,905
Fox Meadow	\$18,235	\$38,357	44,689	\$101,281
Glasgow Hills	\$141,270	\$206,922	\$80,703	\$428,895
Green Gables	\$47,755	\$88,750	\$141,230	\$277,735
Mill River	\$14,769	\$31,875	\$29,142	\$75,786
Red Sands	\$6,420	\$68,268	\$29,455	\$104,143
Rustico	\$0	\$0	\$35,646	\$35,646
Stanhope	\$55,338	\$21,542	\$31,833	\$108,713
Crowbush Cove	\$114,492	\$166,363	\$188,868	\$469,723
<b>Grand Total</b>	<b>\$882,468</b>	<b>\$1,261,929</b>	<b>\$1,313,191</b>	<b>\$3,457,588</b>



- About PEI
- Galleries
- Lessons
- Outlet Store
- Shop
- Contact
- Courses
- Accommodations
- Golf Tool Kit
- Vacation Quote**
- Book Tee Time

Golf PEI » Request Quote

### Request Quote

### Golf Travel Specialists:

- Jennifer Sanderson
- Stephanie MacDonald
- Janelle Parsons

### Database Manager:

- Ryan MacLean

### Get a quote for you next Golf PEI Vacation

*\*Please complete all fields to ensure we can give you the most complete quote possible.*

1 CONTACT INFO      2 TRIP DETAILS      3 STAY      4 PLAY

Name:

Address:

Email:

Mobile:

I would like to receive periodic Golf PEI e-news & offers  Yes  No

Where are you a member at or play most often in your area

Have you played golf on PEI?  Yes  No



# By The Numbers - 2023

## Golf PEI Reservation Centre

<b># of Vacation Bookings</b>	<b>538</b>
<b>Total Vacation Sales</b>	<b>\$1,707,000</b>
<b># of Golfers Booked</b>	<b>2,728</b>
<b>Average Amount Spent Per Golfer</b>	<b>\$625</b>
<b>Average Booking Value</b>	<b>\$3,713</b>
<b>Average Length of Stay (Nights)</b>	<b>3.73</b>

**PRINCE EDWARD ISLAND GOLF  
RESERVATION  
CENTRE**

*Golf vacation booking made easy!*

Powered by Golf PEI



	2016	2017	2018	2019	2020	2021	2022	2023
<b>Sales Before Tax</b>	\$626,504	\$879,846	\$928,476	\$1,213,166	\$357,062	\$1,034,431	\$1,467,636	\$1,474,809
<b>Gross Margin</b>	\$62,661	\$108,167	\$102,660	\$120,601	\$35,062	\$110,037	\$172,479	\$169,840
<b>Credit Card Fees</b>	\$14,919	\$33,072	\$27,747	\$26,802	\$10,806	\$23,912	\$30,764	\$33,499
<b>Gross Profit</b>	\$47,742	\$75,095	\$74,913	\$93,799	\$24,256	\$ 85,975	\$141,714	\$136,341
<b>Gross Margin %</b>	<b>7.60%</b>	<b>8.50%</b>	<b>8.10%</b>	<b>7.70%</b>	<b>6.80%</b>	<b>8.31%</b>	<b>9.66%</b>	<b>9.24%</b>

# Reservation Centre Activities

Type	Year						Grand Total
	2019	2020	2021	2022	2023	YTD-2024	
Inactive	\$8,734,254	\$6,420,150	\$8,131,817	\$8,809,078	\$8,446,885	\$3,821,134	<b>\$44,363,317</b>
Proposal	\$1,211,061	\$2,508,532	\$1,013,153	\$43,574	\$115,042	\$1,617,246	<b>\$6,508,608</b>
Confirmation	<b>\$1,427,033</b>	<b>\$410,885</b>	<b>\$1,192,705</b>	<b>\$1,695,455</b>	<b>\$1,706,973</b>	<b>\$1,224,388</b>	<b>\$7,657,439</b>
Cancellation	\$109,555	\$438,154	\$424,470	\$239,179	\$146,552	\$11,371	<b>\$1,369,281</b>
Proposal Request	\$30,729	\$4,428	\$20,089	\$0	\$0	\$0	<b>\$55,246</b>
Confirmation Request	\$653	\$5,066	\$0	\$0	\$0	\$0	<b>\$5,719</b>
<b>Grand Total</b>	<b>\$11,513,285</b>	<b>\$9,787,215</b>	<b>\$10,782,234</b>	<b>\$10,787,198</b>	<b>\$10,415,452</b>	<b>\$6,674,138</b>	<b>\$59,959,522</b>

\* All numbers include taxes

# Golf Room Nights – 2023

The Gables of PEI	283
Rodd Crowbush Resort	256
Rodd Brudenell	244
Brudenell Chalets	234
Hampton Inn & Suites	211
Cavendish Country Inn	197
Holiday Inn Express	169
The Holman Grand Hotel	164
Sundance Cottages	153
Riverhouse Inn & Suites	151
Cavendish Bosom Buddies	120
Cavendish Maples	58
By The Bay Cottages	43
The Great George	28
Dundee Arms Inn	22

Sydney Boutique Inn	17
Mill River Resort	15
Rodd Charlottetown	13
Wheelhouse Inn	12
Fairholm Boutique Inns	10
PEI Waterside Apartments	9
Fairways Cottages	8
The Arts Hotel	8
Inn At The Pier	6
The Dawson House	6
Cavendish Lodge & Cottages	4
Cavendish Memotree	4
Swept Away Cottages	4
Hotel On Pownal	2
Rodd Royalty	2



**Total Room Nights – 2,453**

*(Representing \$764,656 in revenue)*

# Average Length of Stay

Season	Average Length of Stay (Nights)
2017	4.17
2018	3.70
2019	3.99
2020	2.35
2021	3.62
2022	4.35
2023	3.73



# Group Size 2017-YTD

# People	Total		
1	61	14	9
2	1178	15	12
3	122	16	78
4	1145	18	2
5	24	19	2
6	111	20	24
7	48	22	1
8	341	23	1
9	24	24	8
10	25	28	2
11	30	29	2
12	168	32	1
13	7	40	1
		44	1



# Origin – Res Centre Only

\*Up to \$10,000



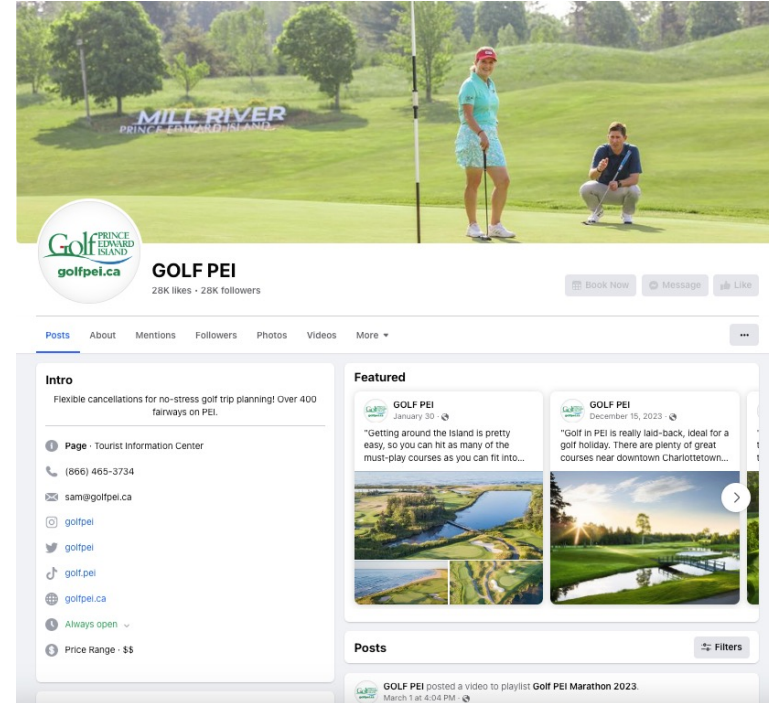
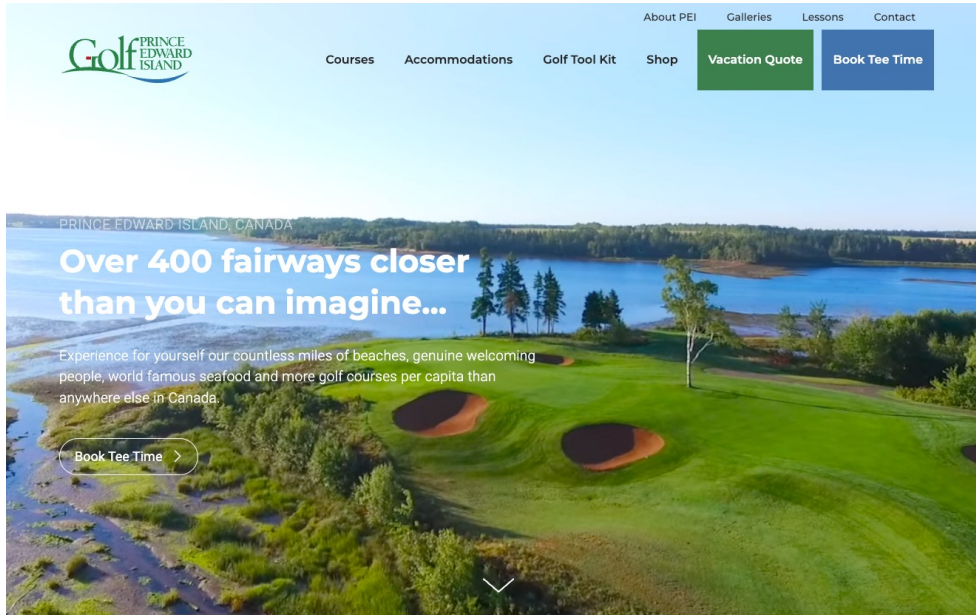
Prov/State	2019	2020	2021	2022	2023	YTD-2024	Total
NS	\$246,546	\$158,164	\$368,373	\$352,703	\$439,215	\$320,810	<b>\$1,885,811</b>
ON	\$382,449	\$1,035	\$219,858	\$508,747	\$352,578	\$238,184	<b>\$1,702,851</b>
NB	\$231,466	\$216,541	\$247,572	\$280,951	\$330,604	\$296,029	<b>\$1,603,163</b>
QC	\$208,787		\$173,371	\$286,172	\$279,559	\$79,662	<b>\$1,027,552</b>
BC	\$52,378		\$69,676	\$156,864	\$132,833	\$52,987	<b>\$464,738</b>
PE	\$33,052	\$24,303	\$68,375	\$227	\$57,240	\$22,286	<b>\$205,482</b>
AB	\$52,665		\$2,183	\$61,094	\$41,154	\$44,511	<b>\$201,607</b>
NL	\$20,067	\$10,042	\$17,765	\$16,549	\$21,426	\$9,595	<b>\$95,445</b>
Undefined	\$1,427			\$1,321	\$7,973	\$62,198	<b>\$72,919</b>
MB	\$35,156		\$18,034			\$7,591	<b>\$60,781</b>
FL	\$37,057		\$4,890	\$3,036	\$1,841	\$11,621	<b>\$58,445</b>
CA	\$6,828			\$6,160		\$30,789	<b>\$43,777</b>
International	\$32,078		\$600		\$2,119		<b>\$34,797</b>
SC	\$23,367				\$4,899		<b>\$28,266</b>
GA					\$7,654	\$17,304	<b>\$24,958</b>
MA	\$22,481			\$1,353			<b>\$23,834</b>
MD	\$18,143			\$1,012			<b>\$19,155</b>
ME	\$3,274			\$2,989		\$12,586	<b>\$18,849</b>
CO						\$10,586	<b>\$10,586</b>
SK	\$3,144			\$6,245			<b>\$9,389</b>
NY					\$7,856		<b>\$7,856</b>

# Origin – By Country



Year	Home Address Country				Grand Total
	Canada	USA	International	Other/NA	
<b>YTD-2024</b>	\$1,071,655	\$90,440	\$0	\$62,198	\$1,224,293
<b>2023</b>	\$1,655,559	\$36,260	\$7,180	\$7,973	\$1,706,973
<b>2022</b>	\$1,669,550	\$24,584	\$0	\$1,321	\$1,695,455
<b>2021</b>	\$1,185,207	\$6,898	\$600	\$0	\$1,192,705
<b>2020</b>	\$409,536	\$1,279	\$0	\$0	\$410,815
<b>2019</b>	\$1,269,122	\$121,063	\$32,078	\$4,769	\$1,427,032
<b>Grand Total</b>	<b>\$7,260,629</b>	<b>\$280,524</b>	<b>\$39,858</b>	<b>\$76,261</b>	<b>\$7,657,273</b>

# Website & Social



# Website Traffic

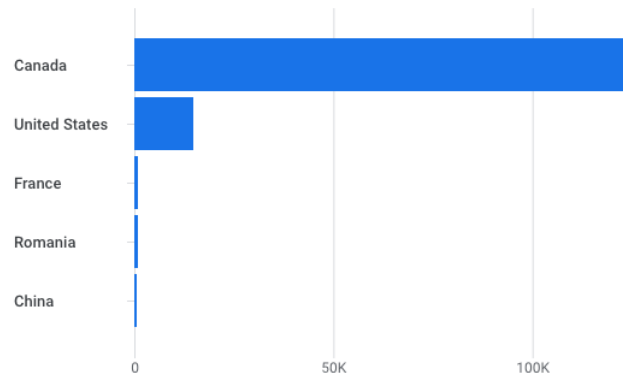
Year	Users	New Users	Sessions	Pageviews
2014	40,179	39,163	57,554	133,199
2015	52,248	51,599	72,770	176,158
2016	90,603	90,694	135,875	329,037
2017	116,667	116,131	178,403	439,190
2018	164,610	164,153	230,759	514,970
2019	117,696	115,857	185,596	444,495
2020	107,346	105,274	166,672	420,537
2021	112,621	111,167	176,678	426,665
2022	83,062	82,977	121,281	234,598
2023	146,308	145,692	212,756	384,402
<b>Totals</b>	<b>1,031,340</b>	<b>1,022,707</b>	<b>1,538,344</b>	<b>3,503,251</b>

## Views by Page title and screen class



PAGE TITLE AND SCREEN ...	VIEWS
Home - Golf PEI	65K
contest - Golf PEI	50K
Book Tee Time - Golf PEI	29K
Request Quote - Golf PEI	20K
Store - Golf PEI	15K
Course Flyover Gallery - Golf...	12K
Accommodation Partners - ...	11K

Users by Country



# Web Lesson Requests

Book a Lesson Today!

LESSON DETAILS | CONTACT DETAILS

Golf Courses:

Instructor:

Lesson:

Select a lesson to view description

# People:

Date (1<sup>st</sup> Preference):

-Time-:

Course	Lesson Requests
Stanhope	39
Avondale	32
Green Gables	20
Crowbush	20
Fox Meadow	19
Brudenell River	17
Countryview	16
Belvedere	11
Eagles Glenn	11
Belfast	7
Mill River	5
Andersons Creek	4
Dundarave	1
<b>Total</b>	<b>203</b>

*The online request a lesson tool was launched in July of 2019. To date, 203 lessons have been requested that represent \$22,764 in value.*

# facebook

2023 growth and associated metrics

Month	New likes	Total likes	FB Impressions	FB Engagement	Social Spend
January	-11	27,624	169,072	9,246	\$291
February	54	27,678	205,652	16,230	\$424
March	131	27,809	505,775	20,303	\$1,163
<b>Q1</b>	<b>174</b>	<b>27,809</b>	<b>880,499</b>	<b>45,779</b>	<b>\$1,878</b>
April	177	27,986	645,171	27,351	\$1,128
May	155	28,141	551,627	21,106	\$1,045
June	174	28,686	148,578	8,831	\$353
<b>Q2</b>	<b>506</b>	<b>28,686</b>	<b>1,345,376</b>	<b>57,288</b>	<b>\$2,526</b>
July	147	28,833	344,642	26,753	\$632
August	42	28,875	623,818	17,635	\$729
September	99	28,974	359,784	14,484	\$502
<b>Q3</b>	<b>288</b>	<b>28,974</b>	<b>1,328,244</b>	<b>58,872</b>	<b>\$ 1,864</b>
October	613	29,587	129,169	7,877	\$292
November	5	29,592	130,629	9,357	\$244
December	3	29,595	179,015	17,237	\$236
<b>Q4</b>	<b>621</b>	<b>29,595</b>	<b>438,813</b>	<b>34,471</b>	<b>\$771</b>
<b>Total</b>	<b>1,589</b>	<b>29,595</b>	<b>3,992,932</b>	<b>196,410</b>	<b>\$7,039</b>
Ave per month	132	N/A	332,744	16,368	\$587
<b>Comparison YOY 2022</b>	<b>30%</b>	<b>7%</b>	<b>25%</b>	<b>70%</b>	<b>-41%</b>

# Instagram & Twitter

2023 growth and associated metrics



Month	New X Followers	Total X Followers	New IG Followers	Total IG Followers	IG Impressions	IG Engagement
January	-11	5,115	10	4,470	38,593	205
February	3	5,118	39	4,509	43,723	322
March	4	5,122	54	4,563	57,922	305
<b>Q1</b>	<b>-4</b>	<b>5,122</b>	<b>103</b>	<b>4,563</b>	<b>140,238</b>	<b>832</b>
April	-7	5,115	53	4,617	70,962	1,978
May	-9	5,106	54	4,671	66,599	1,482
June	-2	5,104	76	4,746	89,254	1,335
<b>Q2</b>	<b>-18</b>	<b>5,104</b>	<b>183</b>	<b>4,746</b>	<b>226,815</b>	<b>4,795</b>
July	2	5,106	107	4,853	130,593	1,786
August	0	5,106	66	4,919	135,071	1,411
September	1	5,107	119	5,038	128,095	1,371
<b>Q3</b>	<b>3</b>	<b>5,107</b>	<b>292</b>	<b>5,038</b>	<b>393,759</b>	<b>4,568</b>
October	-6	5,101	4	5,042	62,134	1,522
November	1	5,102	139	5,181	84,624	3,712
December	-13	5,089	35	5,216	47,142	1,881
<b>Q4</b>	<b>-18</b>	<b>5,089</b>	<b>178</b>	<b>5,216</b>	<b>193,900</b>	<b>7,115</b>
<b>Total</b>	<b>-37</b>	<b>5,089</b>	<b>756</b>	<b>4,563</b>	<b>954,712</b>	<b>17,310</b>
Ave per month	-3	N/A	63	N/A	79,559	1,443
<b>Comparison YOY 2022</b>	<b>-70%</b>	<b>-1%</b>	<b>249%</b>	<b>17%</b>	<b>100%</b>	<b>204%</b>

# TikTok

2023 growth and associated metrics



Month	New TikTok Followers	Total TikTok Followers	TikTok Impressions	TikTok Engagement
January	72	817	15,430	1,017
February	38	855	11,117	650
March	78	933	38,499	1,625
<b>Q1</b>	<b>188</b>	<b>993</b>	<b>65,046</b>	<b>3,292</b>
April	55	988	25,249	1,101
May	27	1,015	16,480	837
June	84	1,099	67,543	3,446
<b>Q2</b>	<b>166</b>	<b>1,099</b>	<b>109,272</b>	<b>5,384</b>
July	15	1,114	10,442	1,153
August	22	1,136	16,156	520
September	7	1,143	7,900	437
<b>Q3</b>	<b>44</b>	<b>1,143</b>	<b>34,498</b>	<b>2,110</b>
October	-2	1,141	12,400	437
November	5	1,146	6,100	256
December	2	1,148	4,000	168
<b>Q4</b>	<b>5</b>	<b>1,148</b>	<b>22,500</b>	<b>861</b>
<b>Total</b>	<b>403</b>	<b>2,605</b>	<b>231,316</b>	<b>11,647</b>
Ave per month	34	N/A	19,276	971
<b>Comparison YOY 2022</b>	<b>-92%</b>	<b>54%</b>	<b>-37%</b>	<b>-78%</b>

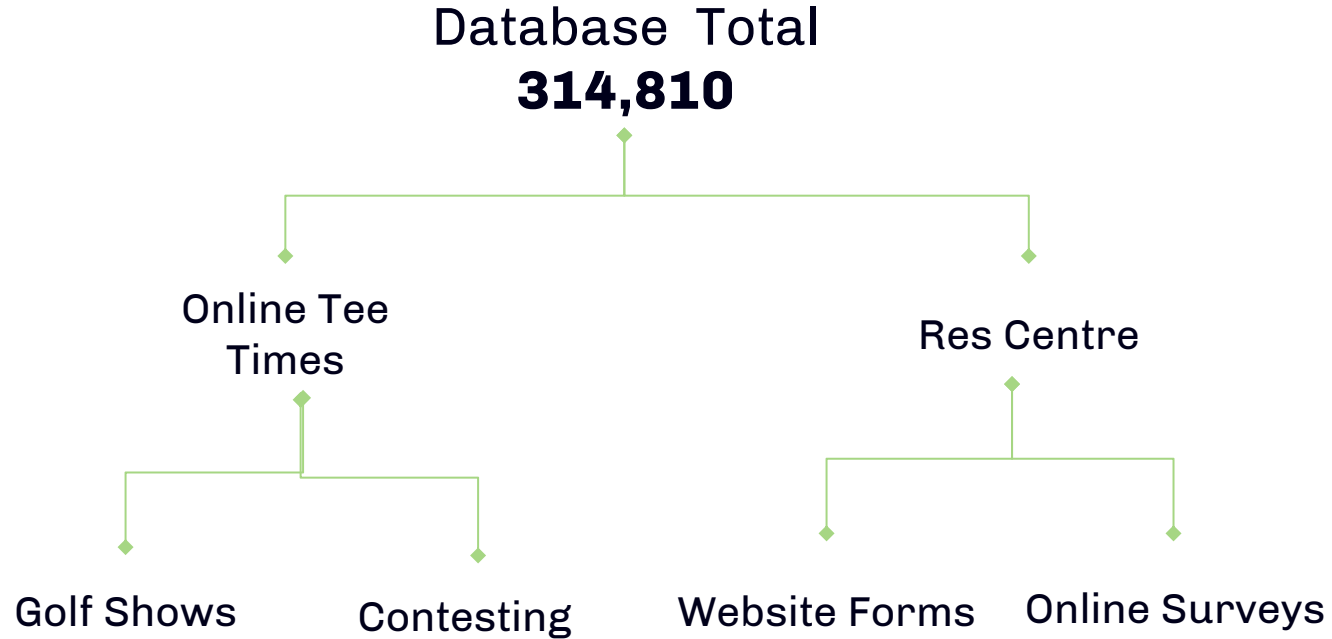
Note: TikTok account was created in June 2022.

# Data Capture

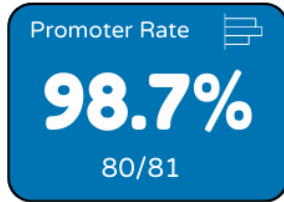
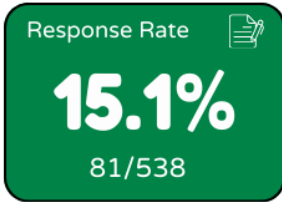


# 2023 Database Growth

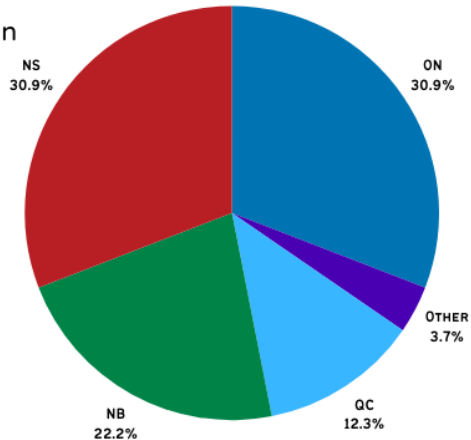
Month/Year	Database Growth
23-Jan	137
23-Feb	309
23-Mar	1583
23-Apr	842
23-May	446
23-Jun	611
23-Jul	161
23-Aug	354
23-Sep	317
23-Oct	1229
23-Nov	37
23-Dec	25
<b>Total</b>	<b>6,051</b>



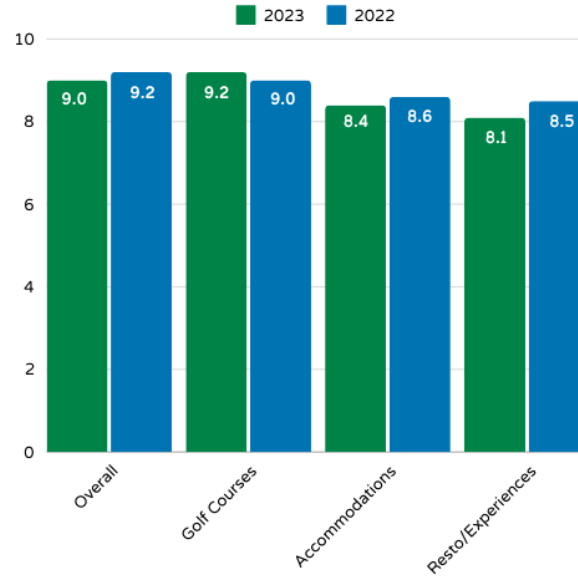
# Post-Trip Surveying



Origin



Average Ratings



# Outlet/Online Store Sales

*\*Does not include Golf PEI gift cards or value cards*

*\*Net amount returned to courses (cost of goods sold)*

Course	2017	2018	2019	2020	2021	2022	2023	YTD - 2024	Grand Total
Andersons Creek	\$2,111	\$831	\$936	\$196	\$591	\$59	\$943	\$323	\$5,990
Avondale	\$2,036	\$1,951	\$1,749	\$7,081	\$17,829	\$15,068	\$13,283	\$3,871	\$62,868
Fox Meadow	\$17,123	\$22,711	\$28,287	\$29,790	\$48,196	\$31,425	\$78,132	\$16,652	\$272,316
Stanhope	\$2,761	\$5,162	\$6,205	\$7,079	\$6,063	\$4,577	\$554	\$96	\$32,497
Countryview	\$6,689	\$4,229	\$5,112	\$4,946	\$11,413	\$7,902	\$11,304	\$3,419	\$55,014
Eagles Glenn	\$9,221	\$7,389	\$12,771	\$24,086	\$23,738	\$23,201	\$13,072	\$491	\$113,969
Glasgow Hills	\$6,649	\$9,506	\$11,668	\$2,752	\$8,331	\$14,952	\$14,105	\$4,219	\$72,182
Mill River	\$17,637	\$16,565	\$11,220	\$7,592	\$8,938	\$4,720	\$6,852	\$1,063	\$74,587
Green Gables	\$1,621	\$14,611	\$10,186	\$11,154	\$7,209	\$1,016	\$281	\$86	\$46,165
Crowbush Cove	\$11,942	\$5,280	\$6,780	\$19,006	\$12,538	\$10,449	\$29,147	\$4,867	\$100,009
Brud/Dund	\$20,059	\$38,200	\$23,330	\$27,010	\$28,821	\$6,706	\$16,638	\$4,060	\$164,824
Glen Afton	\$2,176	\$1,702	\$123	(\$26)	n/a	n/a	n/a	n/a	\$3,975
Belvedere	\$3,000	\$5,929	\$279	\$460	\$125	\$1,290	\$3,631	\$1,946	\$16,660
Belfast	\$228	\$407	\$3,750	\$400	\$3,554	\$4,088	\$5,870	2587,56	\$18,297
Clyde River	\$71	\$120	\$173	\$99	\$150	\$2,032	\$3,960	\$881	\$7,486
Golf Cav Beach	n/a	n/a	\$0	\$0	\$0	\$0	\$21,661		\$21,661
Golf PEI	\$0	\$0	\$0	\$0	\$2,382	\$418	\$40	\$360	\$3,200
<b>Grand Total</b>	<b>\$103,324</b>	<b>\$134,592</b>	<b>\$122,568</b>	<b>\$141,624</b>	<b>\$179,878</b>	<b>\$127,904</b>	<b>\$219,475</b>	<b>\$42,333</b>	<b>\$1,071,698</b>

# Strategic Plan

- Completed the majority of the work on our new strategic plan in 2023, launched in January 2024.
- 5-year plan entitled ***The Way Forward***, with 20 action items; year one priority items are a brand review and French website among others.
- Strategic Plan subcommittee struck to track progress and report back to board and membership.
- The full strategic plan can be found by [clicking here](#).

# Funding Partners

- Golf PEI is grateful for the number of partners we work with to operate our organization effectively, including:



**Atlantic Canada  
Opportunities  
Agency**

# Thank You

Any questions or comments, please contact:

Sam MacPhail, Executive Director  
[sam@golfpei.ca](mailto:sam@golfpei.ca)

