



Briefing Document

Economic Impact Study

Golf is a pillar of Prince Edward Island's economy and tourism industry, as well as an important contributor to employment, community well-being and rural development.

In 2025, 505,000 rounds were played at golf courses across PEI, with nearly half of all golfers coming from outside the province. The industry contributed \$107 million to the provincial economy, generated \$26 million in tax revenue for PEI and supported more than 1,800 jobs across the Island.

These findings come from a new [economic impact study](#) prepared by Jupia Consultants.

"Golf is almost certainly Prince Edward Island's top tourism magnet," said David Campbell, author of the study and President of Jupia Consultants. "In 2025, nearly half of all golfers came from outside the province. No other province generates more economic value from golf relative to the size of its economy."

Golf Industry Day is a province-wide opportunity to recognize and celebrate the people who make Prince Edward Island one of Canada's top golf destinations and an economic success story.

Join us in celebrating Golf Industry Day on October 8, 2026!

Below is a breakdown of golf's economic, employment, community and national impact. PEI economic impact data is from the study prepared by Jupia Consultants, with additional data supplied by Golf PEI, Golf Canada and the National Allied Golf Associations.

Economic Impact

Golf continues to be a major contributor to PEI's visitor economy and rural communities.

- **\$107 million contributed to PEI's economy**
- **\$26 million generated in tax revenue for PEI**
- **505,000 rounds played at Island courses in 2025**
- **Nearly half of all golfers came from outside PEI**
- **More than 1,800 jobs supported across the Island**

Employment and Local Impact

Golf creates significant seasonal and year-round employment opportunities throughout PEI.

- **More than 600 Islanders employed directly in the golf industry**
- **More than 1,800 jobs supported across PEI**
- **Employment created across course maintenance, golf operations, hospitality, food and beverage,**

administration, retail and tourism

- Economic activity generated in communities throughout the Island

Community Contributions

Golf's impact extends beyond the course through charitable giving, community events and local engagement.

- More than \$200,000 in green fees donated annually by Golf PEI member courses
- More than 75 charity tournaments hosted across PEI each year
- More than 5,000 members engaged at PEI golf courses
- Golf courses provide gathering places for community events, youth participation, fundraising and social connection

Golf is more than recreation—it is a community asset supporting philanthropy, employment, tourism and rural development across Prince Edward Island.

National Context: The Power of Golf in Canada

Findings from Golf Canada's [2024 Economic Impact Study](#) demonstrate the reach of golf across Canada:

- \$23.2 billion contributed to Canada's GDP
- 135,000 Canadians directly employed in the golf industry, including 45,000 student jobs
- \$14.2 billion in golfer spending
- \$4.7 billion in taxes paid to all levels of government
- \$382 million raised for charitable causes
- 74 million rounds played by nearly six million Canadians in 2023

Golf's Benefits Go Beyond the Economy

- Playing 18 holes can involve walking approximately 15 kilometres and burning up to 2,000 calories
- 95% of Canadian golfers report that golf benefits their mental health
- 83% identify social connection as an important part of the experience
- Golf provides opportunities for participation across ages and abilities
- Participation among women and BIPOC golfers continues to grow
- Golf courses across Canada are embracing sustainability and environmental stewardship practices

"Golf is a holistic solution to many of life's necessities... a sport for life."

—**Laurence Applebaum, CEO, Golf Canada**

"Not only is golf a significant economic driver on Prince Edward Island, it's also an essential part of our social and cultural fabric."

—**Sam MacPhail, CEO, Golf PEI**

Sources:

[National Allied Golf Associations](#)

