



DAILY MEDIA NOTEBOOK

Posted January 25, 2024

The PGA Show just keeps paddling along

PGA of America President John Lindert was walking the long PGA Show floor on Thursday and took in a stop at what you might think would be an odd place to find at a golf-centric show. He was in the Show's expanded Racquet Sports area.

Lindert at first watched, then took a picture alongside, a quartet of excellent players playing a Pickleball match on a full court. The group included former NBA great Rick Barry (he looks great for 80!) and former LPGA standout Sherri Steinhauer alongside two high-ranked Pickleballers, James Ignatowich and Pablo Tellex.

Steinhauer was representing Selkirk, a pickleball company that sells paddles, apparel and soon will add a shoe line. As a 26-year member of the LPGA, where she was an eight-time winner, she spent a fair amount of her Januarys at the Show.

"If you would have asked me back then, 'One day, you're going to be at the PGA Show, and you're going to be representing a company and it's not going to be for golf ... ' " Steinhauer said, smiling, "I'd be like, 'What could that POSSIBLY be for?' So this is ironic."

Count Lindert in among those who welcome and approve the pickleball craze; he knows first-hand how the sport can enhance a club. At his facility in Michigan (Lansing Country Club), two tennis courts have been converted to pickleball courts, and they help drive increased member activity. It was no surprise that pickleball and other racquet sports had a larger footprint and presence at this week's Show.

"I think it's amazing, but I also think it's very creative," Lindert said. "Really what we're looking for is for people to come out and utilize the facility. Obviously, it's the No. 1 growing sport, and it's not that hard to convert a tennis court into a pickleball court. It's very compact, and very accessible.

"I think it's a cool innovation for here, because it does combine so well with so many golf courses."

Provided by Jeff Babineau, PGA Shows Media

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Travel is back, and in a robust way

One budding trend that has returned to golf in a world that has re-opened post-Covid: Golfers are not shy to break out their wallets to travel to and explore great golf destinations. The U.S. continues to be a key target market for several companies that spent their days quite busy at the PGA Show.

Ireland continued its strong presence at the show, bringing together some 35 companies in a unified effort tied together for a common goal: Please come see us on the Emerald Island.

Golf and the country's friendly people long have served as an Irish business card. The country proudly boasts one-third of the world's links courses, with a nice mix of old and new. Among the talked-about projects on tap for Ireland are a new links being built two hours from Dublin that will be called Curracloe Links, in Wexford, designed by the Fry/Straka Design Group. Jason Straka says the ruggedness of the land at the site will be transformed into a "quintessential Irish links experience."

Many Irish facilities used the quiet time of the past few years to reinvest in their properties and their golf courses. The K Club, where the 2006 Ryder Cup was played, put more than \$20 million back into the property under new ownership. A new Dunluce Lodge is the talk of Royal Portrush, where the venerable Open Championship will be returning in 2025. Much talk around the booth this year was planning for 2025, since 2024 already is heavily-booked. Travelers are booking far in advance once more with a confidence seen since 2019.

"Last year was a rebuild year, and the year before that was about recovery," said Alison Metcalfe, executive vice-president of Tourism Ireland North America. "I think we've been surprised at how quick, and how strong, the recovery has been.

"We had a very good year in '23, Americans are spending well and staying longer. They want to purchase more experiences. Since Covid, I think people really want to spend more time with their friends and family."

Ireland was far from alone in experiencing good traffic. There was a booth selling safari experiences in South Africa, and many other destinations represented well. Southern Europe was represented by the National Tourism Office of Spain, showcasing the country's artistic and cultural heritage and their great cuisine; Italy Golf and More, a national golf tourism project which is grouping together the best golf facilities and services, is building off the momentum of hosting the country's first Ryder Cup last fall.

In addition, Mexico increased its presence at this year's PGA Show with representatives from the country's best golf destinations in the Caribbean, Puerto Vallarta, Los Cabos and La Paz.

Beyond the usual business was an overall amazement at the size and scope of the Show. Golf toys, innovations, sharp new apparel and so many things to see from one side of the Convention Center across to the other. Brendan Mackey, who works in sales at the K Club outside Dublin, was attending his first Show, got in more than 27,000 steps his first day.

"You have expectations, and then you get here ..." he said, smiling and shaking his head. "Mind-blowing. It's mind-blowing."

Provided by Jeff Babineau, PGA Shows Media

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The man who helped put golf GPS on the map

You may not know Brian Verdugo by name in the golf industry, or just what he looks like. Those walking the floor at the 71st PGA Show may never know it, in fact. But two companies that he founded – iGolf and

Syncwise – create a lot of what you see and experience on the tech side. Simulators. Lasers. Mapping on power carts, golf carts

Verdugo is founder and CEO of two tech companies, both heavily invested in the golf space. At this week's show, iGolf's highly improved, high-resolution 3D data for mapping was on display in many of the simulator companies that attendees visited. iGolf is now doing its mapping so exact it's 3D data now captures everything in 1-meter grids, where data points and elevation levels for golf courses once were captured in 10-meter-by-10-meter grids.

Verdugo walked the Show floor ducking into many booths hosted by companies and clients that use his tech in their products – Bushnell, Blue Tees, RadGolf, Trugolf – the list goes on and on. “Probably 50-60-70 companies,” Verdugo estimates he is involved with at the Show. The first cellular laser introduced this week? It utilized iGolf's technology.

iGolf started very quietly, and quite modestly, putting mapping data on Palm Pilots (remember those? But he wasn't interested in selling hardware devices; he wanted to license the cool content he was acquiring. His company now has 38,000 golf courses mapped in his system. He doesn't always know just how his content will be used. But chances are, frequently, it will be used, somehow, in some way.

Verdugo can remember a time when he attended the Show with just one client (Bushnell), so times are good. He is a sharp guy, and next up is tackling AI and how it can apply in helpful ways to some of golf's future tech toys. He has a 6-year-old son who might be more interested in playing golf if there were a better way to introduce him into the sport. Using AI as a thought, Verdugo pictures his son getting lessons from an animated Teenage Mutant Ninja Turtle. Wouldn't that be cool?

That's for another day. Back to the Show. Verdugo can walk those long aisles with a lot of pride.

“The best part about it,” he said, “is the Palm Pilot, and where we started out, and walking the Show today, and you see where all of our partners, our customers, are taking it. It's just a very cool thing.”

Provided by Jeff Babineau, PGA Shows Media

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At the '24 PGA Show, it's all about high tech

ORLANDO, Fla. – Simulator golf, or “screen golf” as it often is called, is highly popular in South Korea, where the country stages not only professional events for prize money, but fans even fill the stands and watch. It makes for quite a setting.

Golf VX, a significant name in golf technology in South Korea, is making its U.S. debut this week at the 71st PGA Show, with roughly 30 employees traveling to Orlando to help with the company's expansive booth on the showroom floor.

“We're new to the U.S., but not new to the industry,” said Jimmy No, who serves as an advisor and co-chair for the company. In Korea and across Asia, Golf VX has about 18,000 simulators in 45 countries. “And now,” said No, “we are trying to bring a great product to the U.S.”

In addition to software, Golf VX sells two models of simulators, the FA and the T2. There are two attributes of the simulators that Golf VX hopes can differentiate the company: An arc sensor with a high-speed camera that takes 3,800 frames per second, offering instant feedback and AI data, measuring exact ball speed, direction and spin.

But even more impressive is a moving swing plate that alters the golfer's lies on each shot, matching up feel of fairway shots with the actual undulating terrain a player would stand upon. With eight motors inside the moving plate, insiders at Golf VX have nicknamed the prototype "Octopus." It will be available in Korea by the end of April, and in the U.S. by Q4.

After playing golf outdoors, indoor is different," No says, "but we are trying to make it closer and closer to playing on a golf course."

Provided by Jeff Babineau, PGA Shows Media

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Shoe newcomer Boxtto is a great fit for Furyk

Jim Furyk, the 2003 U.S. Open champion, 2018 U.S. Ryder Cup captain and this fall's U.S. Presidents Cup captain, always has been picky about the golf shoes he wears. Beyond looking good, Furyk says that it's imperative that the shoes perform for him.

About 16 months ago, he agreed to a meeting near home at TPC Sawgrass with a startup shoe company named Boxtto, based in Leon, Mexico, a town known for the fine leather it has sent off to the world for five centuries. Boxtto makes more traditional looking shoes and golf belts, and Furyk is a guy with an old-school soul.

A few pairs he saw that day caught his eye. But could they pass the Furyk swing test?

Furyk said a lot of shoes he has worn through the years present a built-in resistance that keeps him from completely getting to his left side after impact. But he liked how these shoes performed, and he signed a deal to represent the company. Last year he wore the brand's Legacy and Heritage lines.

"Someone mentioned the idea (of the company) is kind of going back to the '50s, and looking at kind of a 'classic line' of golf shoes," Furyk said inside the Boxtto booth on Thursday. "I thought, if that's the thought process, then I have a picture of (Ben) Hogan in my mind. I have never seen a picture of that man when he did not look absolutely meticulous. It could be 90 degrees out, him, even Byron Nelson, they all look perfect, everything they're wearing."

LPGA player Charley Hull also is wearing Boxtto shoes this season. In addition, Boxtto announced this week two new special Golden Bear models it is creating in 2024 in partnership with the Nicklaus Companies: the handcrafted, wingtip Heritage Malaga (\$449) and the plain-toe Legacy Pro.

Both models feature a Golden Bear on the heel, a pull-tab that will read "18," for his 18 majors, and the Nicklaus signature printed into the yellow outsole. The first Golden Bear models will be in white.

Furyk lauds the quality of the product, but adds this, tipping his cap to company founder Raul Flores: “I think when you’re involved with folks who are passionate, who love what they’re doing and are excited,” Furyk said, “I think the word someone used was it’s ‘infectious.’ It gets me excited about it.

“They’re good folks, and I’m happy to partner with them.”

Provided by Jeff Babineau, PGA Shows Media

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LPGA hands out top awards

LPGA Professionals from around North America and overseas gathered at the PGA Show to discuss issues related with women in golf and the mission of the LPGA Foundation, supporting women and young people through programs and initiatives aimed at empowering them through the game of golf.

Since its founding, The LPGA Foundation has touched more than 500,000 lives through various scholarship and financial assistance programs, along with its flagship junior golf program, LPGA*USGA Girls Golf.

The meetings and roundtables culminated with the announcement of the LPGA 50 Top Elite Teachers and the recipients of the Annual Rolex Awards.

The winners: Deb Vangellow, Houston, Nancy Lopez Achievement Award; Dr. Beverly Harrison, Newark, N.J., Sandy Labauve Spirit Award; Megan Younkman, Tampa, Junior Leader of the Year; Kelley Hester, Clemson, S.C., Coach of the Year; Melissa Hatten, Park City, Utah, Professional of the Year; Cheryl Anderson, Lake Mary, Florida, Teacher of the Year; and Sheri Hayes, San Diego California, Ellen Griffin Rolex Award.

Provided by Jeff Babineau, PGA Shows Media

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A Titleist trio: Nantz, Harman and the Jug

ORLANDO Fla. – A tradition like few others: Titleist traditionally greets PGA Show attendees with an early morning show to set the tone on Day 1. Wednesday, the golf ball giant from Fairhaven, Massachusetts, actually delivered three special guests.

Heading up the show inside Orange County Convention Center’s Chapin Theater were Jim Nantz, longtime CBS commentator; Brian Harman, the 2023 Open Championship winner at Hoylake; and a surprise guest – the most venerable trophy in golf. Harman was nice enough to bring the Open winner’s Claret Jug with him to the stage.

“It’s quite the party favor,” joked Harman as he brought out the Jug and placed it on a table between him and Nantz.

Harman, who turned 37 this month, had put together a solid PGA Tour career heading into last season, entering 2023 with a couple of tour victories and more than \$24 million in career earnings. But last year Harman would win the Open, earn \$9.1 million and rise into the top 10 in the World Ranking.

Has winning the Open changed Harman's life? He had to say that yes, it has. Keeping his feet on the ground, though, had not been an issue.

"I have three small children who don't know what this thing is," he said, motioning to the Claret Jug beside him, "and it keeps me grounded."

Harman said when he won his first two titles on tour, the victories were almost a relief, and he was able to kick back and relax afterward. He said winning his first major left him hungry for more success at the big events. He arrived to the PGA Show after a busy start to 2023, opening the season with two starts in Hawaii and playing last week in a European Tour event in Dubai. That's a lot of different time zones.

Nantz keeps a busy schedule, too. He is scheduled to call the first CBS golf telecast of the 2023 season this weekend, the Farmers Insurance Open in San Diego, which has a Saturday finish. Sunday, he and sidekick Tony Romo will be in the booth as the Kansas City Chiefs and Baltimore Ravens battle for the NFL's AFC Championship.

Nantz reveres the PGA Golf Professional, having spent five years working under PGA Golf Professional Tony Bruno at Battlefield Country Club in New Jersey before he veered off into a life of broadcasting. Nantz still can recall watching Bruno and how he handled both members and the long hours of the job.

"I can't think of anything that means more to me," Nantz said of his induction into the PGA of America Hall of Fame. "My roots are working for a PGA Professional. I need golf like I need oxygen. I think every single one of you feels the same way."

Provided by Jeff Babineau, PGA Shows Media

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Tom Watson aspires to create lifelong golfers

Tom Watson looks back at the beginning of his golf career as a youth in Missouri and feels very fortunate. He was blessed with a terrific mentor in his early days – his father, Ray. Ray Watson cut down a hickory-shafted 5-iron, handed it to his son when he was 6, and off the two of them went. It would become a lifetime adventure.

Tom Watson, now 74, would win 39 PGA Tour events, eight of them majors, and end up in the World Golf Hall of Fame. On Wednesday, Watson visited the 71st PGA Show to tell folks about a new program he has created that hopefully brings more young people into the game, called Watson Links.

Watson Links (watsonlinks.org) matches adult golfers who serve as mentors with youths ages 10-18 to get them out on the course to play nine holes. The mentor and the young golfer play for free; the tee time either is donated from a facility or covered by one of three foundations that Watson has back home in Kansas City. All three have a guiding mission, Watson said: We are here to create lifelong golfers.

Watson notes that good junior programs can get a young player started, teaching the fundamentals and showing them how to hit balls. But where to go from there?

"The problem is access," Watson said. "They don't have a place to play."

Watson Links invites young players to register and sign up for tee times on an app to play alongside a mentor. Mentors go through a background check and training. The program started in Kansas City, and in 2024 will add Indianapolis, Omaha, Nebraska, and Wichita, Kansas. There have been negotiations to start a Watson Links in New York City.

In Kansas City, the program is three years old, and has taken in 145 young players and 40 mentors who have played 634 rounds. The mentors who have volunteered into the program in Kansas City, for instance, range from young adults in their late teens to golfers in their 70s. The players and mentors meet up at the golf course.

“We’re not an instructional program,” Watson said, though he quickly noted that naturally, a mentor is there to offer a few tips. “We are looking for kids wanting to make the transition from the practice tee to the golf course.

“If we can get them on the golf course,” he said, “we can get them hooked.’

What got Tom Watson hooked all those years ago?

“For me,” he said, “it was the joy of hitting one good shot.”

Provided by Jeff Babineau, PGA Shows Media

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Latinas and Latinos in Golf Reunited at the PGA Show

At this year’s PGA Show in Orlando, conversations in Spanish were frequently heard across the floor and among exhibitors and attendees from the Americas, Spain, and US Hispanic communities. It was a testimony of the growth of Hispanics—around 20% of the US population--in the game and the golf industry.

The panel on Aspirations and Contributions of Latinas and Latinos to the Golf Industry was a celebration of that growth and the promising future of Hispanics, who constitute around 50% of the manual and service workforce in golf, but just 2% to 3% of PGA and LPGA club pros. They only occupy around 1% of management and executive positions in the golf industry.

“It was amazing to be able to discuss what Latinas and Latinos are doing in the industry and to grow the game of golf. We need to focus on the positive and help each other,” said Estela Morales Segarra, an LPGA Class A Professional at Keney Park and Goodwin Park in Connecticut. “There are barriers and struggles, but there are also a lot of good things that can happen if we continue knocking on doors”.

Morales Segarra, originally from Durango, Mexico, was one the four members of this first ever panel on Hispanics in golf at the PGA Show. “I particularly enjoyed what happened after the panel, when I received a bunch of emails from people I did not know asking for advice and thanking us for the panel,” said Francisco Rivera, Assistant Director of Rules at the USGA.

“We feel motivated to increase USGA’s seminars, education, opportunities to grow for Latinos. Hispanics in golf keep growing and the gap keeps getting narrower,” added Rivera, who grew up in Puerto Rico.

“It was the beginning of something very important and a collaboration with an impact not just on the game of golf, but also in the golf industry. I was impressed by the passion and the disposition to improve our industry,” said Spaniard Silvia Serrano, Certified Club Manager and Director of Service at Country Club of Virginia.

The fourth panelist, Jorge Corral, ex PGA Tour player and President of the PGA of Mexico, expressed his wish to have many more panels on Latinas and Latinos in golf. ““It is an innovative way to reunite the Latino industry leaders, get together as a group and grow the game of golf. The next step is to use the momentum to increase the outreach to industry leaders,” said Corral.

The panel was fully attended and generated a lively discussion among the panelist and the audience, which included Azucena Maldonado, founder of the Latina Golf Association, and Tony Chavez, Director of Golf at Los Serranos Golf and Country Club in Chino Hills, California.

Chavez manifested his emotion for seeing a panel on Latinas and Latinos for the first time in his 25 years attending the PGA Show. After all those years, he shared the same feeling with panelists and attendees: “Sí se puede.”

Submitted by Juan Luis Guillen

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NGCOA honors Trevino

Visiting the PGA Show on Wednesday was golf legend Lee Trevino, who knows the journey of the PGA professional well. One of his first jobs in golf was as an assistant club professional in El Paso, Texas. Wednesday Trevino accepted the 2024 Award of Merit from the National Golf Course Owners Association. It is the most prestigious award from the NCGOA, recognizing significant contributions to the game of golf.

Trevino, a six-time major champion and member of the World Golf Hall of Fame, sat down with NGCOA CEO Jay Karen for a Q&A to wrap up the organization’s Golf Business Conference. He was in Orlando last month for the PNC Championship, which he has never missed, playing alongside his son Daniel, who now serves as his father’s agent. Daniel Trevino was making his first visit to the PGA Show.

At the PNC last month, Trevino seemed to be one of the last people off the practice tee each day, which says something about his love for his craft. Trevino is 84.

“Not only has Lee Trevino been an advocate and example of the special power golf holds for so many people, but has anyone ever surpassed his infectious joy for the game?” Karen said. “It has been a reliable source of energy for decades.”

Said Trevino, “For some reason, this game came easy to me. For some reason I could dissect this thing and I figured it out real quick. I realized it wasn’t the swing that was important, I realized it was the game from 30 yards in. It wasn’t the driver, it wasn’t the irons, you can roll the ball on the ground 300 yards. Everyone can do that. But it takes you three to go another 30 feet.

“This is where I killed everybody with a wedge. I wasn’t afraid to go after a flag because I didn’t care if I missed a green or not.”

Provided by Jeff Babineau, PGA Shows Media

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The forecast for the PGA Show is bright

The 2024 PGA Show got off to a bustling start at Orange County National on Tuesday, with warm Florida temperatures greeting visitors from across the globe to Florida. There have been PGA Show weeks that have been downright frigid. Not this one. It IS called the Sunshine State, after all.

Having gone through the perils of Covid-19 for a couple of years, the PGA Show, and the golf business in general, has gone through a bit of a “reset,” according to PGA of America President John Lindert, PGA professional at Lansing (Mich.) Country Club. The PGA now counts more than 30,000 professionals and industry as members, which is a new milestone. It is estimated that this year’s Show, which runs through Friday, could surpass 30,000 attendees (not all PGA members).

Golf is popular. How can the industry take advantage of that?

“Obviously, getting golf clubs into peoples’ hands is the first step,” Lindert told SiriusXM Radio as Demo Day kicked off Tuesday. “Getting them comfortable with swinging a club is Step 2. So the off-course component has really kind of helped us grow the game.

“We’re going to try to make the transition from TopGolf, Drive Shack, those types of facilities, to the golf course. And we have PGA professionals across the country who work at these facilities that are giving instruction and making the players feel comfortable with playing the game.”

Provided by Juan Luis Guillen, PGA Shows Media

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Golfers can “Lean On” Hazel Clark

You may not think you know Hazel Clark, who was a three-time Olympic runner in the 800 meters and a big SEC track star at Florida. But you probably do. Her father was school principal Joe Clark, and they made a famous movie about him titled “Lean on Me.”

These days, Clark is director of global sales and business development for the Bermuda Tourism Authority. Bermuda has its own PGA TOUR event, and Clark has become involved in the game. She is a wise voice who has helped young athletes as a performance coach, invoking the lessons she has learned along the way.

Because she was such a prolific, world-class athlete, people figured Clark had it all together. She didn’t. She had severe performance anxiety. “I was winning,” she said, “but I wasn’t fine. There was a missing piece.” The best champions, Clark has learned, are able to “let things go.”

“The key is to have a short-term memory,” she said. “I think golfers have a very interesting mentality. I study them. Hole to hole, you have to be able to reset. If you have a bad hole, you have to kind of believe you can turn it all around. I think it’s interesting how resilient they are, just because of the way the sport is.”

Clark has endured some injuries that have slowed her some, but you can bet she is uber-competitive. She probably got that from her father; she was one of three scholarship athletes Joe and his wife raised. When Hazel runs these days, she will look around to see if any of her neighbors are running, and secretly race them.

“I’m racing weekend warriors at this point,” Clark said with a smile.

Provided by Juan Luis Guillen, PGA Shows Media

Posted January 23, 2024

Oakley’s Soul: Design, Technology and Performance

“Oakley’s soul is design, technology, and performance. The design of our products is just the icing on the cake, the core is: Does it perform? Does it work for you?” said Declan Lonergan, Product Director for Eyewear for North America with a 25-year career at Oakley.

Lonergan, born and raised in Waterford, Ireland, was an Olympic cyclist before joining Oakley “when it came time to cut my hair and get a job.” He leads a small team in charge of communicating the new product out into the field, but also to gain information, and find opportunities to make their product better.

The big challenge for Lonergan was how to have the Tour de France champion as well as the best golfers in the world wear the same product.

“When it came to golf, we had to understand how to solve the problem. We feel we are in a very good place through our technology, but we always need to evolve,” he added.

Provided by Juan Luis Guillen, PGA Shows Media

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PGA renews partnership with Women’s Golf Day

The PGA of America announced on Tuesday that it has renewed its partnership with Women’s Golf Day (WGD). PGA of America Golf Professionals can participate in professional development opportunities while supporting WGD and can attend by attending the WGD annual PGA Show panel discussion on Thursday at the Orange County Convention Center.

The program is titled, “Women as Economic Influencers” on January 25 at 10 a.m.

“Women’s Golf Day has provided so many of our PGA of America Golf Professionals with a fantastic platform to attract and retain female golfers,” said Sandy Cross, Chief People Officer of the PGA of America.

PGA of America Golf Professionals can earn Professional Development Requirement (PDR) credits for hosting a WGD event on any day between May 28 and June 4 and for attending the virtual “WGD Palooza” on May 28, which kicks off each year’s weeklong celebration.

WGD, meanwhile, will also continue to promote various PGA of America initiatives, including Find a PGA Coach, PGA of America Events, PGA of America JobMatch and VendorMatch opportunities.

Provided by Juan Luis Guillen, PGA Shows Media

Posted January 22, 2024

Global Participation by Exhibitors and Attendees at the 2024 PGA Show

With some 200 international exhibitors from 25 countries among the more than 1,000 participating golf brands, and registered attendees representing more than 80 countries, the PGA Show is proving every year its growing global reach and international impact.

“Since 2007, Trackman has consistently participated in the PGA show, with only one absence during Covid. Over the years, our presence has gradually grown, reaching its peak this year,” said Bernd Larsen Linde, Vice President of Marketing for Trackman, a renowned Danish manufacturer of simulators and range solutions.

“Since our very beginning, Trackman has collaborated with top coaches, fitters, and global brands. We always look forward to the PGA Show as an opportunity to reconnect with the many PGA professionals who have been our valued partners over the years and get to meet exciting and new business partners,” added Larsen Linde.

Like Trackman, German technology firm Puttview, specialized on interactive putting greens, has grown its presence at the PGA Show since their debut in 2018. “It is one of the most important events of the year in terms of the golf industry. It is an easy way to reach out to businesses, clients, golf clubs, with everybody there and together in one place,” said Ann-Kathrin Nahl, Marketing and Communication Manager for Puttview.

International exhibitors, like Trackman or Puttview, will make up about 12% of the Show Floor in 2024. They share the floor with exhibitors from the United States, some of which expand their operations beyond North America, along with spaces for industry presentations and product testing.

“For years, the presence of Latin Americans at the PGA Show has been very important. It promotes new relations and clients, interactions with people that meet you in person for the first time. And you get great feedback about the status of golf in the region,” said Juan Pina, Regional Manager for Latin America at Callaway Golf.

While many of the exhibitors come from China, Canada, Korea; most of the regular international visitors to the PGA Show come from the Americas and Europe. However, all the continents and almost half of the world are represented through the combination of exhibitors and attendees.

“The PGA of America is actively sourcing more opportunities to partner with like-minded organizations, golf facilities and mission-driven individuals across Latin America, Asia, the Middle East and Africa,” said Sean D. Thornberry, Director of Global Development at the PGA of America.

The PGA Show, organized by Reed Exhibitions (RX) in partnership with the PGA of America, showcases that global interconnection in the golf industry and the international outreach of both organizations.

“To date, we have executed brand partnerships with golf facilities in 8 countries, merchandising relationships in China and South Korea, formalized an International Section with over 300 PGA of America Golf Professionals, introduced 1000s of golfers to player engagement programs and opened up education pathways to PGA Membership for non-US citizens and non-residents of the United States,” added Thornberry.

Provided by Juan Luis Guillen, PGA Shows Media