



NOTABLE NUMBERS

- ✓ Largest of the PGA of America's 41 Sections with nearly 2,000 Member Professionals and Apprentices and over 1,300 facilities, including courses, clubs, teaching facilities and regional retailers.

- ✓ Website Statistics
 - Daily Average Website Hits (Off-Season): 13,000 – 15,000
 - Daily Average Website Hits (On-Season): 30,000 – 40,000
 - Daily Average Tournament Page Website Hits (Off-Season): 1,100+
 - Daily Average Tournament Page Website Hits (On-Season): 4,800+
 - Total Tournament Page Website Hits Per Year: 43,000+
 - Total Website Hits Per Year: 7.9 Million

- ✓ Organic Social Media Statistics (Active Channels)
 - Facebook
 - Total Page Likes: 2,000 +
 - Monthly Reach (Activity on Posts - Clicks, Shares, Likes): 10,904+
 - Twitter
 - Total Followers: 1,780+
 - Daily Profile Visits: 1,000+
 - Daily Impressions (Clicks): 65,700+
 - Instagram
 - Total Followers: 632+
 - Daily Average Post Likes: 20-30

- ✓ Digital Media Statistics
 - Yearly Media Placements
 - 70+ (over 2 Million viewers exposed to the brand through earned media outreach and placements both online and in print).
 - Newsletter (Shared to Membership, Social Media Followers and on Website)
 - Exposure to 20,000+ (Off-Season)
 - Exposure to 45,000+ (On-Season)

- ✓ Big Week Statistics (Merchandise Show, Seminars, and Other Events)
 - 1,500+ show attendees; 120+ exhibiting vendors; 200+ booths occupying nearly 90,000 square ft.