

The Economic Impact of Iowa's Golf Industry



Executive Summary

The game and sport of golf drives and supports significant economic impact across the State of Iowa. This impact includes not only direct operational expenditures and capital investments made by Iowa's 376 golf facilities, but also golf-related supplies and golf-related tourism.

Key Findings

In 2025, Iowa's \$818 million golf industry generated and supported total statewide economic impacts of:

- More than \$1 billion in annual economic impact (total output impacts);
- More than 9,700 jobs;
- Over \$400 million in compensation; and
- Nearly \$117 million in local and state taxes.

The Economic Impact Summary below shows the Iowa golf industry's 2025 economic impacts compared to the 2015 study.

Study Highlights

- Iowa golf courses investments in course and facility improvements exceeded \$35 million in 2025, with annual growth reaching 5.8%.
- Cedar Falls-based Standard Golf is one of the country's leading golf course accessories manufacturers.
- The 2025 Principal Charity Classic attracted over 55,000 spectators to the Wakonda Club in Des Moines
- New residential golf community developments are occurring at sites such as Bluffs at Brown Deer in Coralville, while continued build out of new communities continue, such as The Legacy

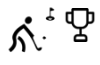

Summary of Iowa Golf's Economic Impact 2015 and 2025

Year	Output (\$M)	Employment	Compensation (\$M)	Local & State Taxes (\$M)
2015	\$817.5	11,435	\$280.2	\$72.3
2025	\$1,041.1	9,741	\$400.4	\$116.8
2015-2025 CAGR	2.4%	-1.6%	3.6%	4.9%



community in Norwalk.

**Iowa's Golf Economy Estimated Revenue in 2015 and 2025,
by Industry Segment (\$M)**

	2015	2025	CAGR (%)
CORE INDUSTRIES			
 Golf Facility Operations	\$225.9	\$351.2	4.5%
 Golf Course Capital Investments (course/facility improvements & new construction)	\$27.9	\$38.3*	3.2%
 Golf-Related Supplies (retail & manufacturing)	\$105.8	\$89.3	-1.7%
 Golf Tournaments and Associations	\$8.4	\$12.7	4.2%
 Golf Charitable Events	\$28.7	\$35.1**	2.0%
Total Core Industries	\$396.8	\$526.7	2.9%
ENABLED INDUSTRIES			
 Golf Real Estate (new construction & realized premium)	\$38.1	\$35.1	-0.8%
 Golf-Related Tourism	\$169.2	\$255.8**	4.2%
Total Enabled Industries	\$207.3	\$290.9	3.4%
TOTAL GOLF ECONOMY	\$604.1	\$817.6	3.1%
TOTAL DIRECT IMPACT FOR IMPACT ANALYSIS	\$480.1	\$640.6	2.9%

Source: TEconomy Partners, LLC, 2015 and 2025 calculations. *Note: 2025 values golf course capital improvements did not include new course construction as none existed in 2025. **Note: golf charitable events and golf-tourism spending include an estimate of funds flowing to Iowa related to the John Deere Classic held at TPC Deere Run in Silvis, Illinois

This table presents the estimated total revenue for each of Iowa's six golf industry segments in 2025 (used in part to estimate each segments economic impact), the estimate from 2015, and their CAGR over this ten-year period.

Iowa's total direct golf economy revenue grew from \$604.1 million in 2015 to \$801.3 million in 2025, representing a CAGR of 2.9 percent over the ten-year period. The state's largest golf industry segments in 2025 were:

- Golf Facility Operations (\$351.2 million)
- Golf-Related Tourism (\$255.8 million)
- Golf-Related Supplies (\$89.3 million).

Iowa's golf industry segments with the strongest annual growth over the decade were:

- Golf Facility Operations (4.5%)
- Golf-Related Tourism (4.2%)
- Golf-Tournaments and Associations (4.2%).

The Total Golf Economy in Iowa reached \$818 million, growing by 3.1% annually over the last decade.

Charitable Events and Impacts

Charitable golf events serve as important fundraisers for many local charitable organizations with a typical Iowa golf facility hosting 6 to 8 charitable events each year. In 2025, Iowa golf facilities hosted charitable events that generated \$16.0 million in net proceeds and in-kind contributions for beneficiary organizations including: University of Iowa's Stead Family Children's Hospital, local first responders, veterans' programs, schools and scholarships, food banks, children's museums, etc. Additionally, the Principal Charity Classic generated \$10.6 million for Iowa youth charities and the John Deere Classic generated an estimated \$8.4 million in proceeds going to Iowa-based organizations. Combined, these charitable events generated a total of \$35.1 in 2025.

