

Analytical Insight Series

Golf Carts



Golf cart fleets are proving to be a valuable revenue generator, with demand rising due to overall play, increased cart fleet sizes and cart utilisation.

Recent data from over 100 Club Benchmarking Australia subscriber clubs indicates:

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FLEET INSIGHTS

- Average Fleet: **30** carts
- Average Yearly Cart Rounds per Cart: **370**
- On average **18%** of rounds played using carts.
- On average **34%** cart utilisation



PRICING

2

- Member Rates: **\$36** on average (range \$24-\$60), with **51%** of clubs charging **\$31-\$40**
- Visitor Rates: **\$49** on average (range \$30-\$75), with **64%** of clubs charging **\$41-\$50**
- Clubs charging higher member rates (**\$41-\$60**) see an average cart utilisation of **42%**
- Clubs charging mid-range visitor rates (**\$41-\$50**) see an average cart utilisation of **45%**



REVENUE

3

- Average revenue per cart: **\$6,601**
- **Up 30%** year-on-year: on average cart fleet utilisation increased by **14%**, cart fleet sizes increased by **6%** and cart fees increased by **4%**
- **Up 36%** over three years: on average cart fleet utilisation increased by **20%**, cart fleet sizes increased by **12%** and cart fees increased by **6%**

