

GOLF SERVICES PLAN

SUMMARY OF WHAT WE HEARD

June 2025

Engagement: April 16-30, 2025





Land Acknowledgement

The lands considered in this plan are managed by the Park Board and are the traditional, ancestral and unceded territories of the Cost Salish peoples: the x^wməθk^wəyəm (Musqueam) Indian Band, Skwxwú7mesh Úxwumixw (Squamish Nation), and səliłwətał (Tsleil-Waututh) Nation.



Purpose of this summary

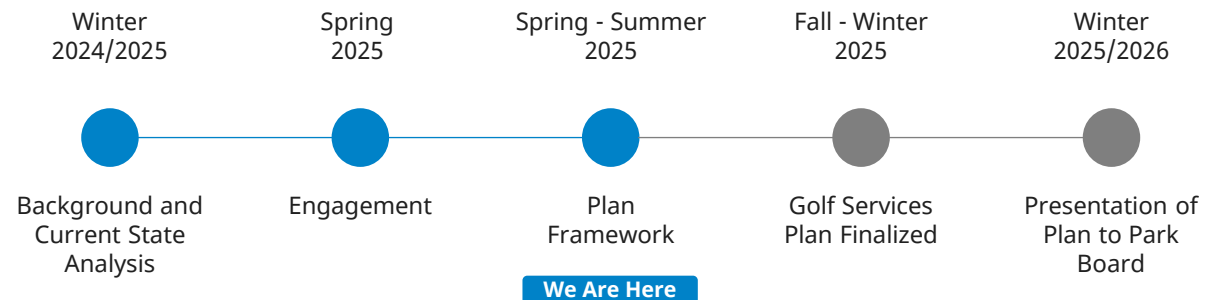
From April 16 to April 30, 2025, the Vancouver Park Board ("VPB") hosted a round of public engagement in the form of a survey to receive feedback on how the public currently uses the golf course properties ("VPB Golf") and thoughts on potential future improvements and enhancements to the overall experience.

The survey was open to the public, with the goal of hearing from golf users, visitors to golf facilities, trail users, and Vancouver residents.

Input from this engagement will help in the development of an action-oriented Golf Services Plan for the golf assets in Vancouver.

For a more in-depth overview of the project, and additional supporting materials, please visit the [Golf Services Plan Shape Your City project page](#).

Project Timeline



We'd love to stay in touch. Email us at GolfServicesPlan@vancouver.ca or sign up for project updates on the [Golf Services Plan Shape Your City project page](#).

The VPB Golf survey received approximately 1,100 responses generated through various methods of engagement.

The public was notified of the engagement process through various methods, which included:



Email communications to individuals registered on the VPB Golf and Golf Services Plan mailing lists (more than 29,000 subscribers).



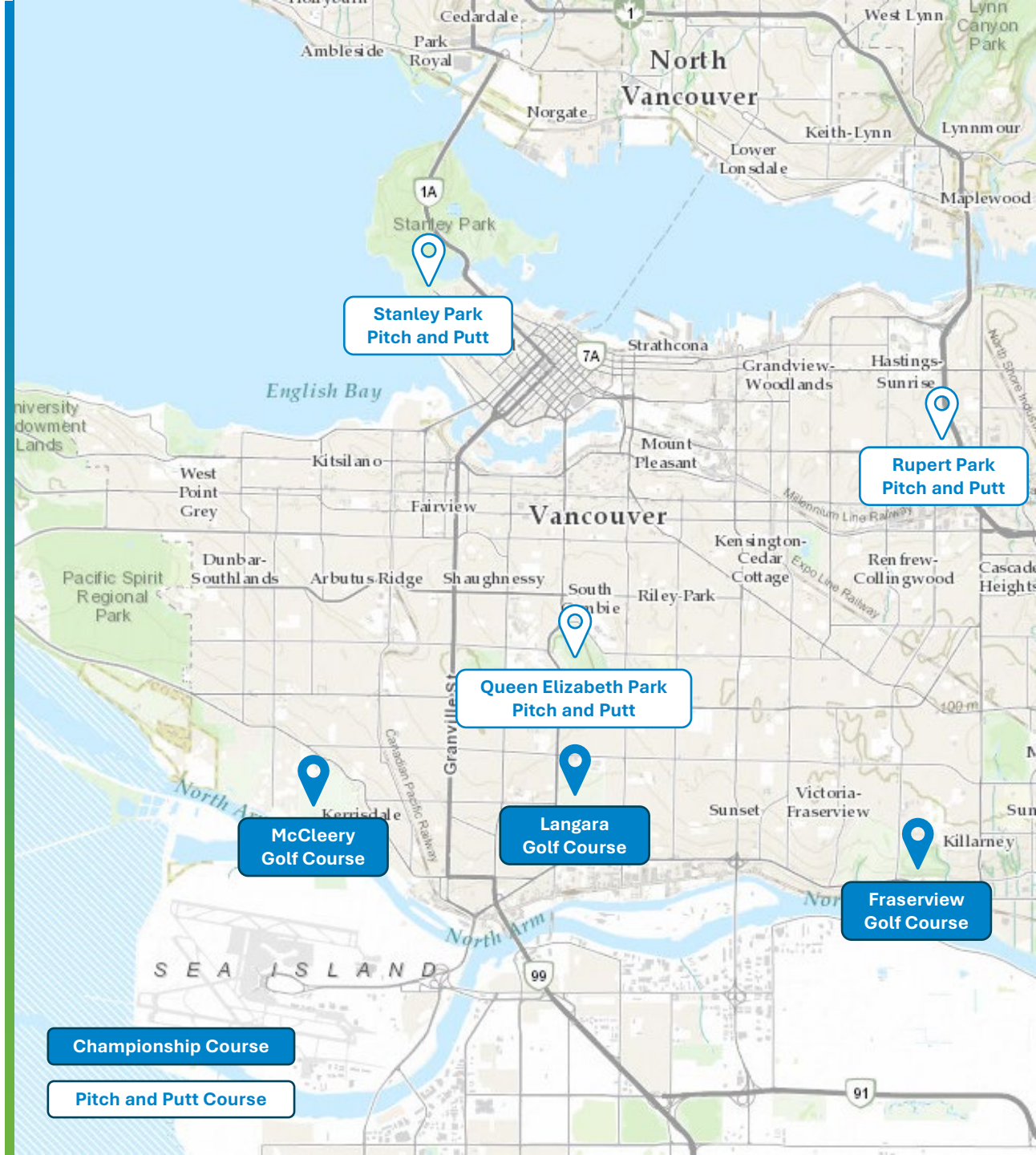
Signs and posters about the survey displayed throughout the championship and pitch & putt courses, clubhouses, driving ranges, and perimeter trails.



Notification published on the VanGolf app.



VPB Golf social media posts.

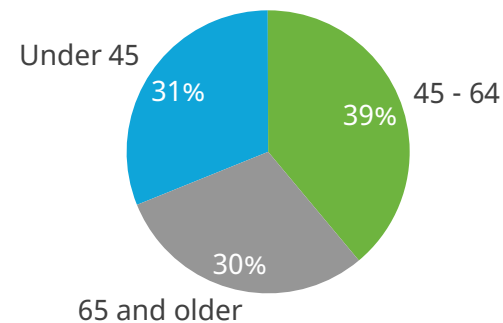




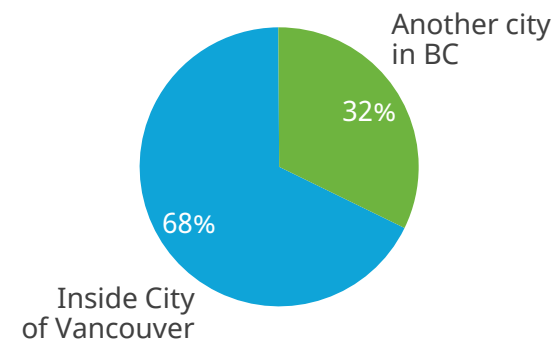
Who We Heard From

We received feedback from a diverse audience of age groups, gender identities, geographies in Metro Vancouver, golf skill levels and user profiles.

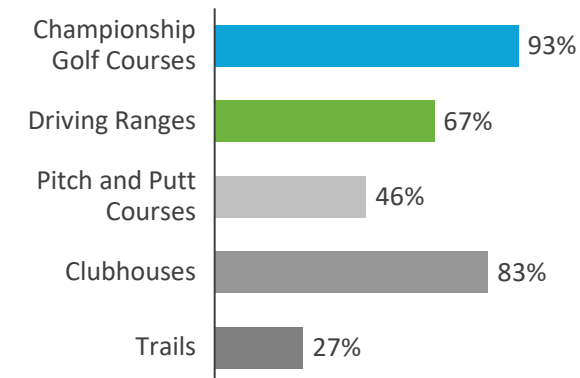
Age Group



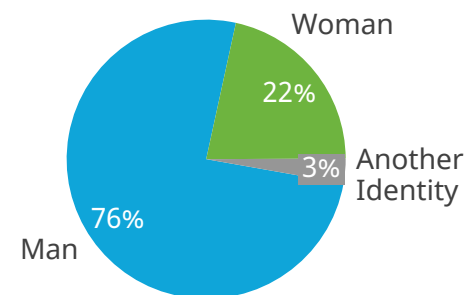
Residential Location



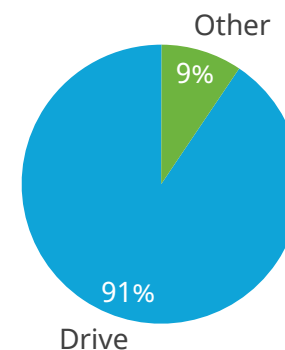
Golf Asset Use Profile



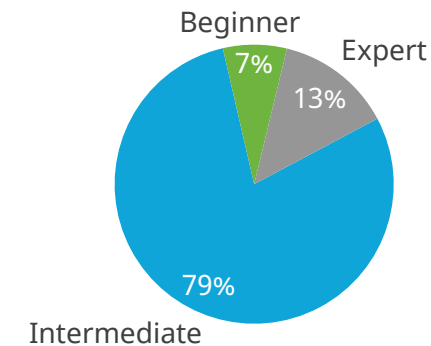
Gender Identity



Method of Transport



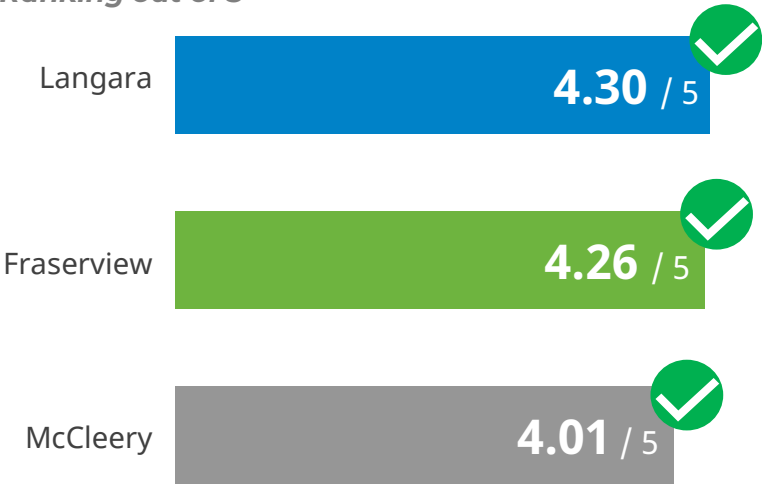
Golfer Skill Level



Golfers are satisfied with their overall experience at the championship courses. However, several opportunities for improvement have been identified to improve the overall experience

Overall Satisfaction Championship Course Experience

Ranking out of 5



Legend

- Performing Well
- Satisfactory With Room For Improvement
- Underperforming With Need For Improvement



Top Opportunities for Improvement

% of championship course golfers indicating the area is not meeting expectations

- 1 **34%** Booking Experience
- 2 **29%** Pace of Play
- 3 **27%** Practice Facilities
- 4 **22%** Golf Course Conditioning

Net Promoter Score

Net Promoter Score (NPS) is a metric that measures customer loyalty by asking how likely they are to recommend the experience to others.

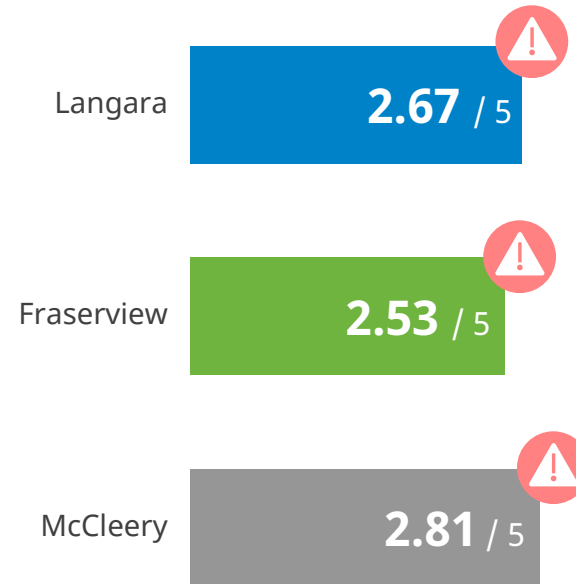
The championship courses scored strongly with an overall **28.4/100 NPS** between the 3 courses.

31.7	42.6	10.3
Langara	Fraserview	McCleery



Golfers showed low satisfaction levels with their ability to book tee times in the summer, especially for the most desired tee times on weekend mornings.

Overall Satisfaction Summer Tee Time Booking Experience *Ranking out of 5*



Top Time-Periods Identified

% of championship course golfers indicating difficulties with booking tee times during the summer season

- 1 **55%** Weekend Mornings
- 2 **45%** Weekday Mornings
- 3 **41%** Weekend Mid-Day
- 4 **33%** Weekday Mid-Day



Organized Golf Clubs

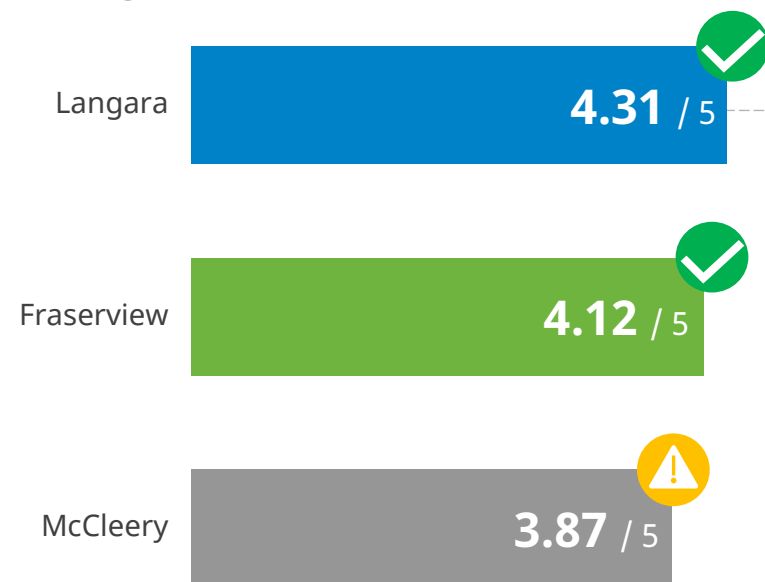
Those who belong to the organized clubs exhibit higher satisfaction with access to the tee.

55% of club members identified 'Access – Pre-booked guaranteed and/or preferred tee times' as their top reason for joining the club.

Golfers are pleased with the condition of the championship courses, with Langara exhibiting the best conditioning following recent drainage improvements.

Overall Satisfaction Championship Course Conditioning

Ranking out of 5



Top Opportunities for Improvement

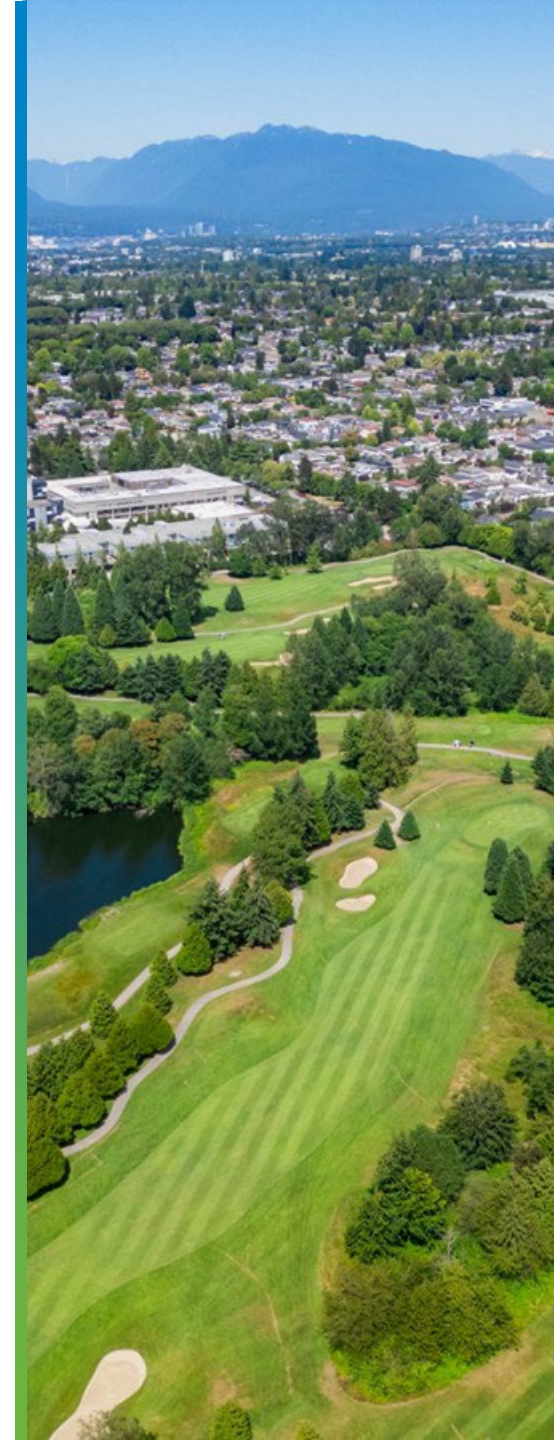
% of championship course golfers indicating the area is not meeting expectations

- 1 46% Winter Season Drainage
- 2 32% Bunkers
- 3 15% Fairways
- 4 14% Greens



Langara Drainage Project

80% of golfers aware of the recent drainage project noticed improvements to conditions during the fall, spring, and winter months.



What We Heard

Driving range users are significantly more satisfied at McCleery than Fraserview. Nearly half of driving range users are likely to make use of technology-infused hitting bays if made available—a growing trend in the industry.

Overall Satisfaction Driving Range Experience

Ranking out of 5

Fraserview

3.00 / 5

McCleery

3.73 / 5

Golfer Usage Patterns

76% of golfers who use the driving range indicated that they sometimes visit the golf properties to **only use the driving range facilities**.

Top Opportunities for Improvement

% of driving range users indicating the area is not meeting expectations

- 1 **51%** Quality of Mats
- 2 **47%** Wait Times / Stall Counts
- 3 **38%** Quality of Golf Balls
- 4 **23%** Lack of Technology



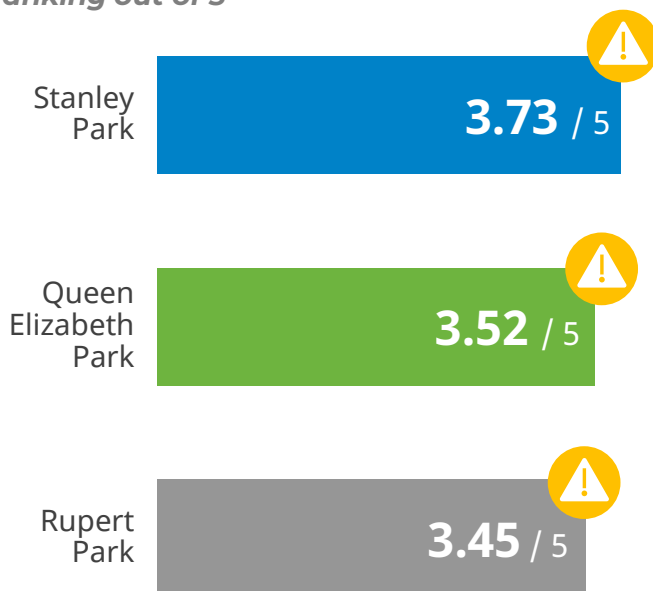
Driving Range Technology

49% of driving range users indicated that they would **likely use technology if it was available at the range**, while another 23% indicated they are unsure.

Pitch and putt golfers are moderately satisfied with their overall experience. Course-related conditions, pace of play, and wait times to access the course are not meeting the expectations for a large group of users.

Overall Satisfaction Pitch and Putt Experience

Ranking out of 5



Top Opportunities for Improvement

% of pitch and putt golfers indicating the area is not meeting expectations

- 1 52% Condition of Greens
- 2 52% Pace of Play
- 3 48% Wait Times
- 4 40% Conditions of Mats/Tees



Net Promoter Score

The pitch and putt courses score demonstrated that enhancements to the experience are likely needed, with an overall **-13.3 NPS** between the 3 courses.

1.0	-18.3	-21.6
Stanley Park	Queen Elizabeth	Rupert Park

Top Reasons For Playing

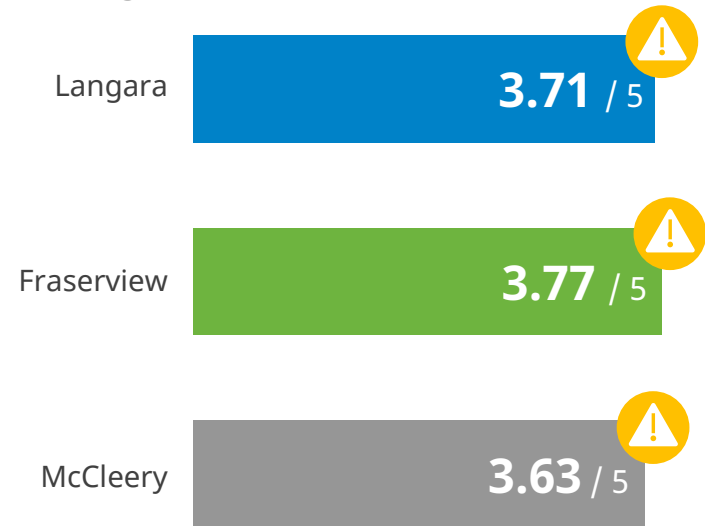
Golfers indicated 'short game development, the social/casual atmosphere, and that the round takes less time to play' as the top three reasons that they use the Pitch and Putt courses.



What We Heard

Clubhouse visitors are moderately satisfied with their overall food & beverage experience. Improvements are likely to increase the propensity for golfers and other visitors to use the Clubhouses.

Overall Satisfaction Clubhouse Experience Ranking out of 5



Dedicated Clubhouse Visits

26% of clubhouse users indicated that they have previously visited the Clubhouses exclusively for the use of dining (i.e., not on a day when playing golf, using trails, etc.).



Top Opportunities for Improvement

% of clubhouse visitors indicating the area is not meeting expectations

- 1 **32%** Hours of Operation
- 2 **29%** On-Course Offerings
- 3 **21%** Drinking Water Access
- 4 **19%** Food Quality



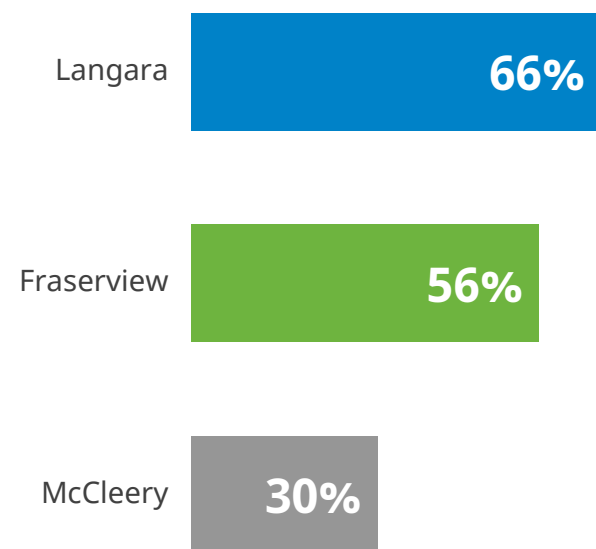
Potential Impact of Improvements

63% of championship course golfers indicated that improvements to the food and beverage experience would increase their likelihood of purchasing after golf. Key improvements identified were **menu selection, pricing/value, on-course offerings, and food quality.**

Perimeter trails at the VPB Golf championship courses are largely meeting expectations of users. Nearly half of trail users sometimes use the clubhouse washrooms, and nearly a quarter use the food and beverage amenities.

Perimeter Trail Usage

% of Trail Users



Top Opportunities for Improvement

% of perimeter trail users indicating the area is not meeting expectations

- 1 13% Washroom Access
- 2 13% Trail Condition
- 3 9% Lighting
- 4 9% Safety



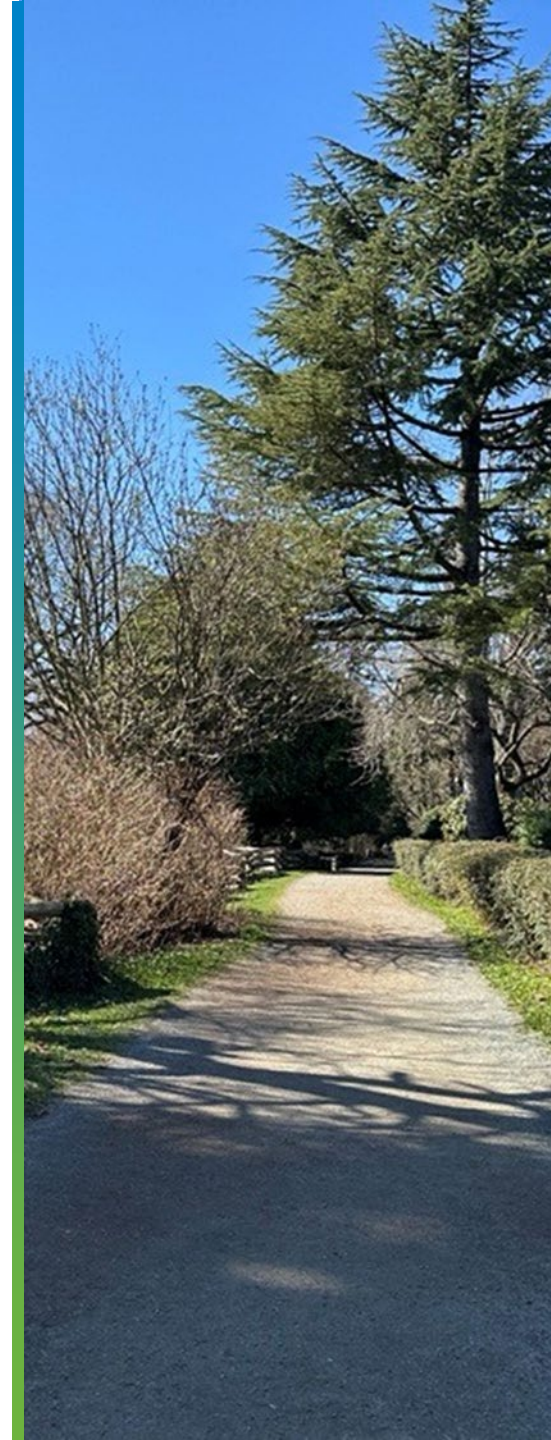
Trail Satisfaction

60% of all Trail users indicated that the trail experience met their overall expectations



Property Amenity Usage

While using the trails, 48% of the users indicated that they use washrooms, while 24% indicated that they purchase food and beverage at the clubhouses.





Golf-related improvement projects were indicated as the most preferred by survey respondents. On average, championship course golfers indicated a willingness to pay an average of 7% higher green fees to support the funding their desired improvements.

Capital Improvement Priorities

Scoring: 1 = Highest Priority, 4 = Lowest Priority

Overall Rank	Improvement Area	Average Rank
1	Golf Course Improvements <i>Examples include improved drainage and irrigation, bunker repair and re-configurations, green enhancements, cart path improvements, etc.</i>	1.53
2	Driving Range Enhancements <i>Examples include improved hitting areas, outfield net replacement, improved technology, more seating and lounge space, enhanced access to food & beverage options, etc.</i>	2.38
3	Café / Restaurant Enhancements <i>Examples include improved ambiance and seating areas, patio enhancements, additional TVs, bar areas, and overall creating a pub/sports bar/grill environment.</i>	2.86
4	Other Clubhouse Infrastructure <i>Examples include renovations to washrooms, pro shop enhancements, and overall improvements to clubhouse building and surrounds.</i>	3.23

Potential Impact of Improvements

65% of championship course of championship golfers indicated that they would be willing to pay an average of +7% more in green fees to support funding their desired improvements.

Users with a disability are generally satisfied with the accessibility of the VPB Golf facilities, with potential room for improvement. Golf was highlighted to have various positive impacts on the wellbeing of persons with disabilities.

Overall Satisfaction With Facility Accessibility

Ranking out of 5

Championship Courses



Pitch and Putt Courses



Top Reasons Why Participating In Golf Impacts the Wellbeing of Persons With Disabilities



Positive impact on mental health and emotional wellbeing.



Manageable and beneficial form of physical activity and exercise.



Enables social connection in and comfortable and social environment.



What We Heard

When asked for additional feedback that users wanted to include for additional consideration by VPB Golf, the following key themes were identified.



Concerns about Paid Parking

21%

Users are concerned about the introduction of parking fees at golf courses, citing fairness, and added financial burden.



Course Conditioning Improvement

13%

Responses mentioned drainage issues, poor bunker conditions, and the need for better upkeep of greens and fairways..



Affordability and Pricing

10%

Concerns about rising green fees, booking fees, and power cart costs are common. Others noted a desire for resident discounts & improved senior rates.



Facility/Amenity Improvements

7%

Requests include better driving ranges, improved clubhouse services, extended restaurant hours, and on-course food/beverage carts.



Pitch and Putt Experience

5%

Comments highlight the need for better pace of play, etiquette enforcement, and improved greens at pitch and putt courses.



Booking Difficulties

18%

A recurring frustration is the inability to secure tee times, especially on weekends. Users mention bots, resellers, and the need for a fairer booking system.



Pace of Play Concerns

11%

Slow play is a concern, with suggestions for improved marshalling, better etiquette enforcement, and education for new players.



Loyalty Program Changes

8%

Several users expressed dissatisfaction with recent changes to the loyalty program, especially the removal of free winter golf.



Support for Public Golf

6%

Users express strong support for keeping golf courses public, accessible, and protected from development.



Single Player Bookings

4%

Golfers want the ability to book as a single online, noting that the current system excludes single players.



% of survey respondents who mentioned the topic.

