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Granite Links Introduces Low Cost Membership Plan Just for “Twenty-Somethings”

Quincy, MA – Granite Links Golf Club announced that it has created a new category of membership exclusively for young adults age 21 to 30.

The Young Adult Membership (YAM) defers and reduces certain costs, thereby eliminating the greatest obstacle to club enrollment for young golfers still in their early earning years.

Most golf clubs require some level of initiation fee when a new member enrolls. For golfers just barely out of school still paying off college loans and just starting their careers, this golf club’s down payment can be a prohibiting factor.

“The sad thing is that this means that the game risks losing a lot of ardent and active players,” noted Diane Brickley, Granite Links’ Membership / Marketing Director, speaking of golfers who played as kids, perhaps on the family membership or caddying at the local course and playing for their high school and college teams. “But then when they grow up and become independent adults, they find that golf is no longer an affordable option except for the occasional round at public facilities. This infrequency of play begins to take its toll on their game which means it becomes less enjoyable and then by the time they are in a position to better afford the sport, they’ve potentially lost interest and possibly moved on to other activities.”

This is not a healthy growth plan for any industry to allow to happen.

Millennials, as this age category is called by demographers, represents the next large generational boom, so could prove to be a make-or-break audience for the golf industry 25 years from now. At Granite Links, the YAM plan will foster membership to this constituency that is not only important to the future stability of the golf industry in general but will also add to the club’s already vibrant atmosphere. (The March 2008 issue of Golf Digest named Granite Links to their list of “Best 19th Holes” in the US.)

“We tend to attract a younger membership than most clubs in the region anyway,” added Director of Golf, Chris Sleeper. “People who play here are passionate about the game and they really appreciate the ever-changing dynamic offered by Granite Links’ 27 championship holes, each with four sets of tees to accommodate all skill levels.”

General Manager, Walter Hannon III, said the club is pleased to be able to offer this new category so even more golf enthusiasts can take advantage of a club membership. “We’re fortunate that Granite Links continues to see exceptional growth, (despite general economic conditions that have caused rosters to decline at many other area clubs), and we’re proud to be able to offer this program.”

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Granite Links is a 27-hole, private membership golf club that also offers limited public access for daily fee play and for dining in the popular Tavern Restaurant, serving lunch and dinner year round. Grand Ballroom and other function spaces available to the public for event bookings. Granite Links was voted “Top Ten Best New Upscale Golf Courses in America” by Golf Digest, and the Tavern and Members’ Grill were named to this publication’s list of the “Best 19th Holes in the US.” Granite Links is located just seven miles south of Boston at Exit 8 off the Southeast Expressway in Quincy / Milton. Corporate, Individual, Family and Young Adult Memberships offered.