



PROFESSIONAL CLUB MARKETING ASSOCIATION

What's Trending?

Dining Memberships

As private club professionals we remain on an ever changing path to membership satisfaction. We have chosen a career in hospitality because we are service-minded and happy to accommodate others. But, for every accommodation there is a ramification. Membership categories are a perfect example of this. We offer a social membership to satisfy those who don't play golf, but lose an opportunity to cultivate that interest along with full dues revenue. Our priority is to create an engaging menu of offerings that will support sustainability however, there are so many demographics and outcomes to consider!

Recently PCMA members have been networking on the subject of dining memberships. This offering can be a great thing for clubs with aging members looking to stay engaged, but who can't take advantage of many other club amenities. It's also a good way to attract new members with hopes they will be impressed by other programming and upgrade to a higher classification.

When considering dining memberships it's important to carefully examine the affects. It's likely some members will downgrade, so what is your threshold? Is there an engagement plan in place to encourage new members coming into this category to invest further?

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