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Circling Raven Sustains, Builds Upon Record Business Numbers in 2021 Season

Coeur d'Alene Casino Resort Hotel Amenity Has Catapulted from Pandemic Driven Boosts to Achieve Financial Highs

(Worley, Idaho; July 29, 2021) – Circling Raven Golf Club is soaring yet again, achieving record numbers and financial performance this season as it comes through “The Year of the Pandemic,” something many industry watchdogs believed would bring the sport crashing back to Earth.

An amenity of the Coeur d'Alene Casino Resort Hotel in the Idaho panhandle 50 minutes east of Spokane (WA), Circling Raven realized two superb seasons in 2019 and 2020, the latter partially fueled by the COVID-19 phenomenon that saw golf courses thrive due to players flocking to the socially distant havens that are the sport's vast landscapes and outdoor recreational venues.

“We believed that the additional players we hosted last year could be retained with first-class service, great course conditions, and creative event programs,” said David Christenson, PGA, Director of Golf.

The numbers speak for themselves:

- Stay-and-play packages were up 25% for June 2021 over 2020 and are up 90% through June Year over Year (YoY)
- Golf shop retail sales are up 45% June 2021 over June 2020 and are up 65% through June YoY
- Total revenues have increased by 48% for June 2021 over June 2020 and are up 41% through June YoY

“Our 2021 numbers are all the more meaningful as last year was a record-breaking year, the best we had had in the previous 12,” said Christenson.

Designed by Gene Bates, Circling Raven will be the host course for the Symetra “Road to the LPGA” Tour August 23-29, 2021, the first of a three-year run for the professional women’s tournament. Named the Circling Raven Championship presented by KXLY News 4 Now, the event will place some of the world’s rising star female players on the No. 1 rated public course in Idaho.

In addition to the “pure golf” that Circling Raven is known for thanks to its 620 pristine acres – more than four times the average number of acres allocated to golf course layouts worldwide – Head Golf Professional David Vonbrethorst has designed an array of programs that have resonated with people. These include competitive events, social events, couples events, equipment demo days, instructional programs, and more.

Contributing to Circling Raven’s record season is the Advantage Card, which was launched in 2019. It maximizes perks for regular patrons. It rewards cardholders with complimentary rounds, free entry into an Advantage Cardholder tournaments, discounts off the lowest greens fee for each round, supervised practice on the range or clinics with Circling Raven pros, and exclusive benefits throughout the year.

Visit www.cdacasino.com/golf for more information on golf and other resort options.

About Circling Raven Golf Club and Coeur d’Alene Casino Resort Hotel

Owned and operated by the Coeur d’Alene Tribe, Circling Raven is in the scenic Idaho panhandle approximately 55 minutes from Spokane International Airport (GEG). Measuring 7,189 yards from the rear tees, the 18-hole layout sprawls magnificently through 620 acres of woodlands, wetlands, and Palouse grasses. Its gleaming white sand bunkers are large and strategically placed and its hole variety ingenious. The course will host the Circling Raven Championship in August, a Symetra “Road to the LPGA” Tour event.

Other Coeur d’Alene Casino Resort Hotel amenities and activities include the full-service Spa Ssakwa’q’n (pronounced Sock-wock-en); 300 hotel rooms; bars, restaurants, lounges, and eateries; cultural immersion options; and more. The casino completed a \$15 million renovation of its gaming floor and Events Center in 2019. Circling Raven has garnered numerous best-in-kind honors since opening, including being rated a Top 100 Resort Course, Best in State, and a Top U.S. Casino Course. Its golf shop has won national and regional awards for its excellence and its variety of products, displays, and performance.

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