

BRIEFS

GRAND TRAVERSE, Mich.—Gary Player has opened the Wolverine, an 18-hole layout at KSL-owned Grand Traverse Resort here. The front nine is routed through a landscape that incorporates the large wetlands that have been protected, as well as expanded. The second nine holes feature substantial elevation changes that offer views of Traverse Bay and the entire property.

MOUNT SINAI, N.Y.—The Hamlet at Willow Creek will be a new 18-hole upscale daily-fee course on Long Island. Stephen Kay has been retained to provide course architectural services. Construction will commence in early 2000.

GRAY, Maine—Spring Meadows Golf Club here opened its first nine holes Sept. 24. The second nine will open sometime in 2000. Architect Brad Booth designed the 18-hole layout for developers Pollard Associates LLC. Fred Stone Golf Construction is building the course.

LAKE MANASSAS, Va.—A ground breaking ceremony took place August 10 to commemorate the official start of the Lake Manassas Golf Course. Tom Jackson is designing the 18-hole layout.

U.S. golfer spending tops \$30 billion mark

JUPITER, Fla.—The National Golf Foundation has released its golfer spending report for 1998. *Golf Consumer Spending in the United States* shows that total spending on playing fees (cart, green, dues), practice range fees, golf equipment, golf apparel, food and beverage at golf facilities, and miscellaneous items such as golfer “gifts” was just over \$30 billion in 1998.

A similar study was conducted by the NGF in 1994. While not all of the data is comparable between the two studies, it can be noted that playing fees increased from \$6.9 billion in 1994 to \$10.7 billion in 1998, a compounded annual growth rate of almost 12 percent.

“Not all of this increase is due to more products being sold or more rounds being played,” said NGF Research Manager Jim Kass. “According to our recently released report, *A Strategic Perspective on the Future of Golf*, recent golfer spending increases are due primarily to inflation, and real increases in the cost of equipment and playing a round of golf.”

Total fee spending (playing fees plus all other fees) was again the number-one category in 1998, capturing over 60 percent of all golf-related expenditures. Golf clubs was the next highest category (12 percent), followed by food and beverage

(10 percent) and apparel (8 percent).

On average, each of the 24.6 million golfers aged 18 and older in the United States spent \$1,212 on golf-related products and services in 1998. Specifically, they spend an average of \$751 on fees, \$133 on golf clubs, \$124 on food and beverage and \$92 on apparel. The average amount spent by all golfers, when

adding junior golfers to the mix (2.1 million kids aged 12 to 17), dropped slightly to \$1,152 annually, emphasizing the buying influence of the junior market.

Women continued to show their impact on the golf economy. In 1998, they spent an average of \$1,086 each, with men spending \$1,173. The 5.4 million

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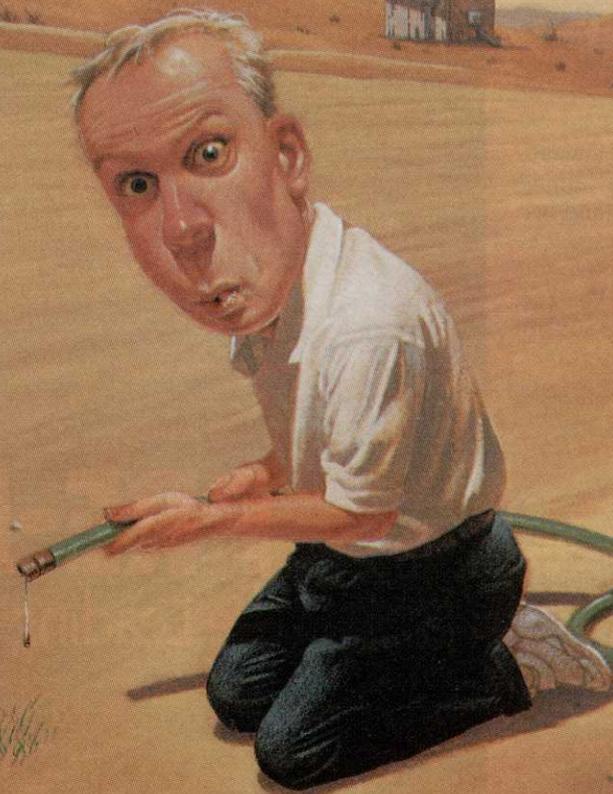
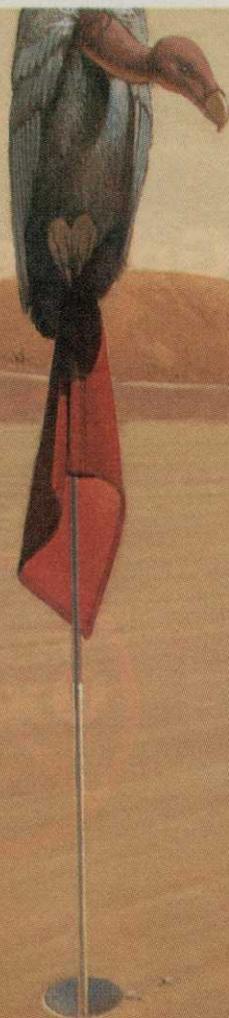
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Canadian juniors gain support

OAKVILLE, Ontario—Kelsey's Restaurants and ClubLink Corp. have climbed on board for 1999, further solidifying Future Links, presented by Mackenzie Financial Corp., Canada's national junior golf development program.

"Corporate support plays a vital role towards improving Future Links and making golf affordable and accessible to kids," said Paul MacDonald, director of membership development at the Royal Canadian Golf Association. "The program continues to expand each year and is expected to introduce nearly 25,000 new golfers to the game in 1999."

In the first three years of the

program, more than 30,000 youths have participated in Future Links activities nationwide.

Kelsey's Restaurants, as an official supplier, is contributing to the financial development of Future Links. The restaurant chain has 76 restaurants across Canada and the United States.

Troon's San Diego layout on schedule for Nov. opening

SAN DIEGO — Construction of Maderas Country Club is on time for a projected mid-November opening.

Designed by Johnny Miller and Robert Muir Graves, Maderas is located in Poway just north of San Diego. The 18-hole course lies within the new real-estate development, The Heritage Estates.



ACQUISITIONS

Commented Sunroad Enterprises Vice President Art Noerhen, the developer: "The course already has 16 of its putting greens seeded and 13 of its fairways and tees fully grassed. Plus the full-length driving range and short-game practice facility are already completely grown-in." Maderas CC is managed by Troon Golf.

NGF report

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avid golfers in the United States (25-plus rounds per year representing only 21 percent of the total golfer population) maintained their "most favored" status by spending just over \$18 billion (60 percent of total spending), or an average of \$3,339 each. Moderate golfers (8-24 rounds) dropped just below the average by spending \$944 and Occasional golfers (1-7 rounds annually) spend \$375 each.

New to the report this year is spending on individual golf club and apparel categories. For example, the average golfer who purchased equipment in 1998 spent \$426. "Driver buyers" spent \$164 and "fairway wood" buyers spend \$143. "Iron buyers" spend the most at \$355 each, with wedge and putter buyers spending \$73 and \$58, respectively.

And it appears that non-green-grass retail stores continue to make inroads, with strong market shares in most categories. On-course green-grass shops hold the top position in only one major product category, that being golf gloves, with 25 percent of all purchases.

Off-course golf-only specialty stores hold the lead, or are tied for the lead, as the outlet of choice for five major product categories: golf shoes (26 percent total market share), golf bags (23 percent), drivers (26 percent), fairway woods (27 percent) and iron sets (27 percent). Golf balls are purchased primarily at discount shops (30 percent market share) and apparel is purchased primarily at department stores.

Copies of *1998 Golf Consumer Spending in the United States* can be ordered by calling the NGF's Information Services Department at 800-733-6006. The publication is \$115 for NGF members and \$150 for non-members, plus shipping and handling.



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