Troon Golf moves on Japan

By Peter Blais

Toxy — Troon Golf, which recently opened a new office here, is poised to acquire six to eight Japanese golf courses within the next year and possibly three times that many over the next few years, according to Chairman and Chief Executive Officer Dana Garmany.

"Our expansion into Japan is a natural extension of Troon Golf's global strategy," explained Garmany. "We are confident that our 12 months preparation for this move will allow for a smooth transition into this new market."

Garmany believes up to 40 percent of Japan's 2,500 golf courses — as many as 900 golf facilities — may change hands over the next few years, a belief that prompted Troon's entry into the island nation's golf market. Troon affiliate Troon Golf Japan will be the company's operating arm in Japan. Shareholders in the venture include Medallist Golf Developments, a joint venture between Greg Norman and Australia's Macquarie Bank, along with Goldman Sachs & Co. and Starwood Capital.

"This initiative presents my partners and me with the opportunity to establish a solid foundation for bringing our products and services into the world's second-largest golf market," Norman said. "I believe the Japanese golf investment markets will embrace management groups to address some significant ownership and membership issues which exist in these golf investments."

Doral contract renewed for Yamaha golf cars

Newnan, Ga. — The business relationship between KSL Properties and Yamaha Golf Cars grew stronger recently when the two companies reached an agreement for replacing all 375 golf cars at the Miami resort's five golf courses.

The agreement also involved Yamaha providing an additional 160 golf cars and 120 utility vehicles to support the PGA Tour's Doral-Ryder Open, the nationally televised event which was held on Doral's Blue Monster in February.

Doral is part of KSL, which also owns La Quinta Resort & Club and PGA West, near Palm Springs, Calif., and Grand Traverse Resort on the shores of Lake Michigan. KSL also owns KSL Fairways, which owns and operates 28 golf facilities.

Lyons Golf adds sixth course to portfolio

Prescott, Ariz. — Phoenix-based Lyons Golf will oversee management of the new Hale Irwin-designed Prescott Lakes Golf Club here.

Lyons Golf owns, manages and develops golf properties throughout the Southwest. The company is made up of three principals: Rusty Lyon, Scott Lyon and Mike Conner. The principals have more than 60 years of experience in the golf development and management industries.