

NGF revamps project report

JUPITER, Fla. — The National Golf Foundation has replaced its Course Construction Activity Report, which was issued monthly, with its Web-based Golf Project Report. The redesign now includes search functions on golf course-related construction projects in the United

States and is updated daily, rather than monthly.

Additionally, the categories have been expanded and the report redesigned to show proposed projects, projects in final planning, projects under construction and completed projects. *Golf Course News* will include the

new numbers in its Databank section each month (see page 31).

Lane Henderson, member services manager, said the NGF changed its reporting procedures to give its members access to more timely and accurate data, which she said is critical in any business. She added that the searchability of the data will add to the value of the service. ■

Pellucid

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that are very similar to each other but they don't share any geographic correlation," Koppenhaver said. "San Antonio behaves more like Birmingham, Ala., but nobody in their right mind would think of sticking San Antonio and Birmingham together."

Some MSAs share similar geographies, while others contain metropolitan areas across several states. For example, in the cluster with the highest rounds per household, 12 of the 21 markets are in Florida. In San Antonio's cluster, there are 21 markets in 17 states.

Pellucid has been working on its numbers and methodology for about a year now, and only went public with its bi-weekly newsletter in late April. The first issue addressed breaking down geographical barriers in looking at rounds played.

At press time, a future issue was slated to take on the difference in Pellucid's and the NGF's rounds played numbers for 2001.

"When we run the rounds data from last year, the number comes out to 508 million. The NGF's number, and my own number when we do it from consumer surveys, is between 602 million and 603 million," Koppenhaver said.

Jim O'Hara, vice president of research at the NGF, said the organization refutes Koppenhaver's claim. He said the NGF does report consumer-based numbers on a macro level, but that its consulting division relies on facility-based numbers for its research.

"We don't rely on the volume of consumer based rounds to do our consulting work," O'Hara said. "The NGF golf demand index is a model that was built on 93,000 households throughout the United States, validated on an independent sample of over 70,000 households. We coupled that with our facility-based rounds played information to do our consulting work."

O'Hara also said that Koppenhaver himself relies on consumer-based numbers for some of his research.

"We would put our demand model up against his demand model any day of the week," he said.

Koppenhaver also plans to tackle the way the NGF and others segment golfers, which has traditionally been by rounds played. He said he will advocate using economic values instead.

"What I'm going to show is that just because somebody plays frequently, that doesn't necessarily mean they're of high value to us," he said. "At the end of the day, a guy playing 300 rounds and buying a \$1,000 membership is not as valuable to us as somebody who's playing 10 rounds and paying \$300 a round."

No matter what happens, Koppenhaver said he hopes to turn the industry on its ear and make people take notice that the traditional way isn't the only way to look at the industry.

"If you can't gather by now, we're going to try to write the whole book here," he said. ■

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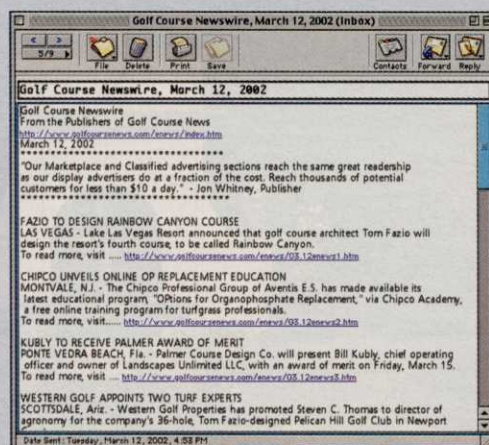
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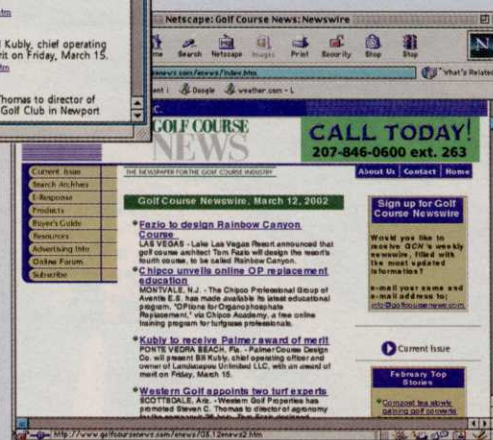
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