

golf cars

... again proved to be one of the most reliable income-producing areas

Revenues from golf car rentals maintained the healthy growth pattern evidenced by the last six Annual GOLFDOM Marketing and Research Reports. Because this growth is so reliable, golf clubs have invested comfortably in fleet buildup, being assured of profitable returns.

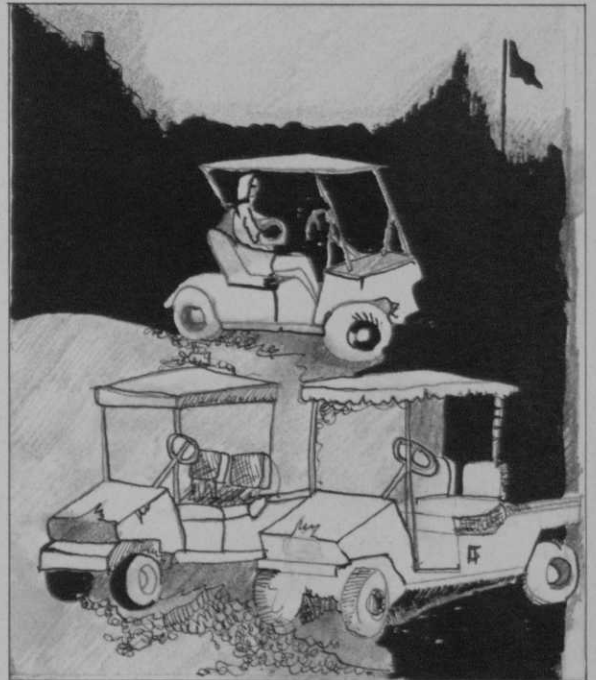
For example, in 1973 the national total revenue from golf car rentals jumped 62.5 per cent over last year's percentage, to almost \$697 million from \$428.7 million, while the average fleet size increased from 33 cars in 1972 to 35 cars in 1973—a 6.1 per cent increase. Considering the investment represented by this fleet growth versus the total income, golf clubs again came out ahead in 1973.

Only semi-private courses noted a slight decrease in average revenue from golf car rentals. The other course types registered hefty increases. Private and public courses in 1973 more than doubled their average takes over 1972; hotel/resort courses almost doubled their average.

With the exception of public courses, all course types increased their fleet sizes in 1973 and without exception predict further increases in 1974. The growth estimate averages 40 cars per fleet. This figure, if past experience holds true, may be slightly exaggerated. The actual average in 1974 is likely to be 37 or 38 golf cars.

Some 90 per cent of the managers in 1973 said their courses operated golf car fleets, as opposed to a little more than 86 per cent in 1972.

Projecting the 1973 percentage to the approximately 9,640 regulation facilities in the country, it may be estimated that 8,676 maintain golf car fleets. An average of 35 cars per fleet brings the total number of golf cars at regulation facilities in the United States to 303,660. On top of the predicted buildup in 1974 of existing fleets, some 35 per cent of the managers



whose courses did not have fleets, reported that their clubs planned to acquire golf cars in the near future.

What was the golf professional's share of the golf car prosperity in 1973? Over-all, about the same percentage of professionals in 1973 (77.7 per cent) participated in golf car revenue as in 1972 (76.2 per cent). There was little change also in the percentage of revenue retained by the professional. The greatest percentage of professionals retain under 25 per cent and the next largest group (21 per cent) take 100 per cent of the golf car revenue. That means, as far as most professionals are concerned, golf car revenue has become an "all or almost nothing at all" proposition. □

GOLF CAR TABLES AND GRAPHS

Gross revenue from car rentals

Average	44
National grand totals	44
Gross revenue retained by professionals	44

Pros participating in car revenue46

Sizes of golf car fleets

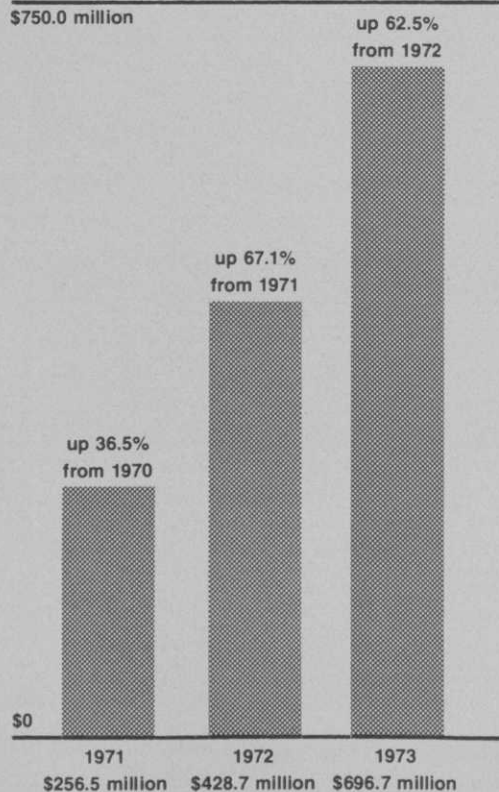
Average	46
Over-all average	46

AVERAGE GROSS REVENUE FROM GOLF CAR RENTALS*

Type of course	Average per facility
Private	
1971	\$ 42,800
1972	\$ 62,800
1973	\$117,200
Semi-private	
1971	\$ 27,800
1972	\$ 56,500
1973	\$ 55,700
Hotel/Resort	
1971	\$ 65,700
1972	\$ 31,400
1973	\$ 61,800
Public	
1971	\$ 9,500
1972	\$ 19,700
1973	\$ 43,300

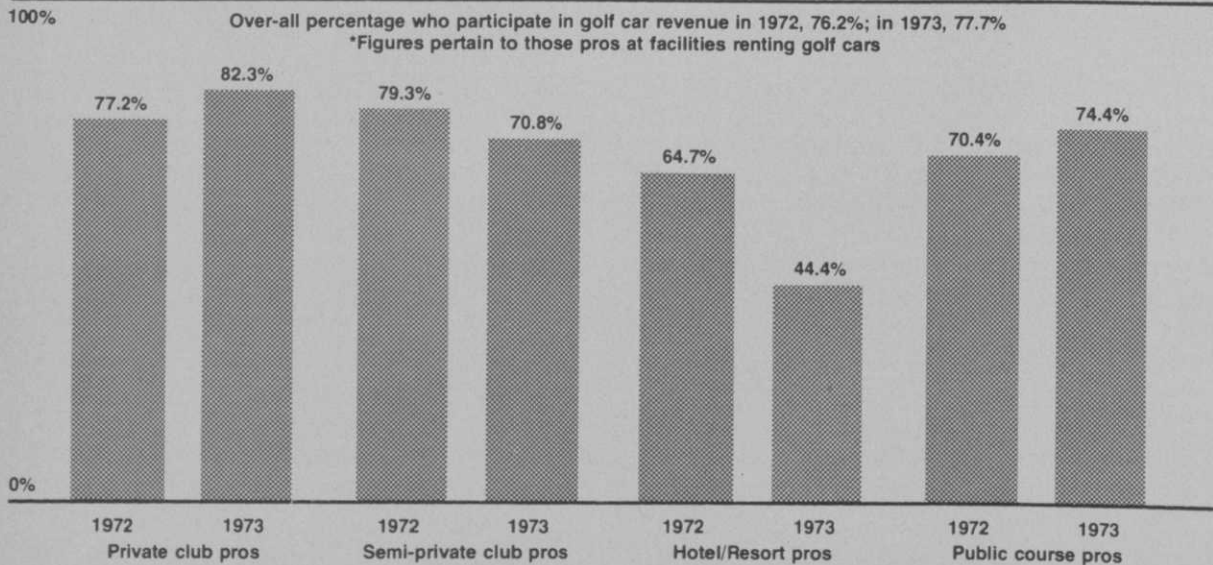
*Before any division of revenue

GROSS REVENUE FROM GOLF CAR RENTALS NATIONAL GRAND TOTALS*



*Before any division of revenue

PERCENTAGE OF PRO RESPONDENTS WHO PARTICIPATE IN GOLF CAR REVENUE*



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**PERCENTAGE OF GROSS GOLF CAR REVENUE
RETAINED BY PROS WHO PARTICIPATE***

Type of course	Retain 100% of revenue		Retain 75%-99% of revenue		Retain 50%-74% of revenue		Retain 25%-49% of revenue		Retain under 25% of revenue	
	1972	1973	1972	1973	1972	1973	1972	1973	1972	1973
Private	28%	18%	6%	13%	6%	11%	15%	15%	45%	43%
Semi-private	18%	22%	2%	4%	7%	16%	15%	8%	58%	49%
Hotel/Resort	10%	0%	0%	0%	20%	25%	10%	0%	60%	75%
Public	34%	30%	11%	20%	22%	7%	11%	13%	22%	30%
Over-all response	25%	21%	5%	12%	8%	12%	15%	13%	47%	43%

*Figures entered indicate percentage of respondents for each course type

AVERAGE SIZES OF GOLF CAR FLEETS

Type of course	Average per facility*
Private	
1971	33
1972	36
1973	37
Estimate 1974	42
Semi-private	
1971	24
1972	27
1973	30
Estimate 1974	34
Hotel/Resort	
1971	45
1972	36
1973	54
Estimate 1974	59
Public	
1971	20
1972	21
1973	20
Estimate 1974	25

*Variance from the average in the case of an individual fleet could be accounted for by two factors: number of holes and size of the membership or amount of player traffic.

**OVER-ALL AVERAGE SIZE
OF GOLF CAR FLEET**

