

# professionals

. . . hyped pro shop sales by merchandising new club designs

Pro shop sales recovered from the sluggishness caused by uncooperative weather conditions at the start of the 1973 season, rallying sufficiently to score a 6.5 per cent increase over 1972. The long period of ideal fall weather throughout most of the country saved the season for professionals. Sales totaled \$290.5 million, the highest level since GOLFDOM began surveying the industry six years ago.

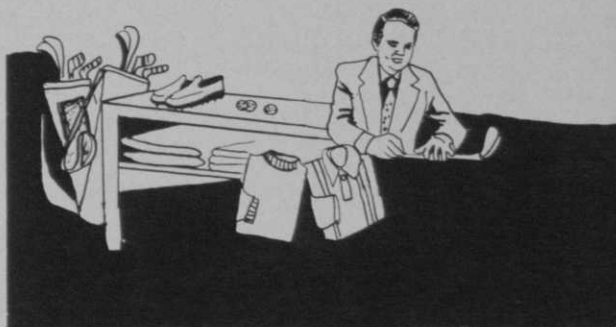
However, it should be noted that a portion of the increase in retail dollar volume reflects the higher prices professionals paid for much of their merchandise in 1973.

As was forecast last year, the "equipment revolution," with all its new ideas and innovations, brought renewed consumer interest that showed up in tallies of 1973 pro shop sales. Sales of irons jumped to \$48.5 million for a 25.3 per cent gain over 1972, and sales of woods increased 17 per cent to \$31 million. In the other club categories, sales of utility clubs had a hefty 31 per cent gain and putters followed the 1973 pattern with a 23.4 per cent increase. Nationally, there was a 22.4 per cent increase in sales of all four club categories combined, establishing a new high of more than \$89 million.

The significant increase in sales of irons was predictable. As reported last year, clubs with investment cast heads accounted for 26.5 per cent of iron sales in 1972—and this was with relatively few on the market at that time. In 1973, with the majority of the manufacturers offering investment cast heads, these clubs took almost 44 per cent of the total iron sales.

Of course, the innovation that everyone will be watching in 1974 is graphite. There was only a smattering of these clubs on the market in 1973. These accounted for only 1.7 per cent of the total club sales. But with new graphite offerings and greater production slated, 1974 will be the year that determines graphite's place in the market.

Among individual merchandise categories, golf balls continued to lead the pack, accounting for more



than 21 per cent of the total pro shop dollar volume, with \$61.4 million in sales.

In the soft goods area, men's wear moved far better than women's, bearing out reports from professionals last summer of a sluggish women's market. Sales of men's apparel increased a little more than 16 per cent to \$34.5 million. Whereas, on the distaff side, sales went up nationally only 1 per cent to \$29.4 million, and very likely this modest gain was negated by the higher wholesale prices for many apparel items.

Professionals made a significant gain on the teaching side of their business—more than a 52 per cent increase to \$18.1 million. The extended season that many professionals got from the mild fall weather may have accounted for some of this. But another portion of the gain probably should be credited to the drastic changes many professionals have made in their teaching programs. Basically, the emphasis has been on how to give a more valuable lesson in a shorter period of time. In addition, many professionals have been trying to take the monotony out of a lesson and make it a more exhilarating experience for the student. It is apparent that this re-thinking is paying off.

There was some upward mobility in net income noted in 1974. Modest gains were made in the net income ranges between \$12,501 and \$25,000. (See page 63 for statistics on pro income from tennis merchandise and page 44 for information on pro income from golf car rentals.) □

## PROFESSIONALS' TABLES AND GRAPHS

### Professionals' net income

Each course type .....	50
All course types .....	50

### Gross pro shop sales

Averages and national totals .....	52, 53
National grand totals .....	57

### Income from golf lessons

Average and national totals .....	58
National grand totals .....	58

### Golf club sales by clubhead types .....

Over-all response .....	58
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### Percentage of sales of graphite shafted clubs ....

Income from club cleaning and storage	
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Average and national totals .....	59
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National grand totals .....	59
-----------------------------	----

### Income from driving ranges

Average and national totals .....	59
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National grand totals .....	59
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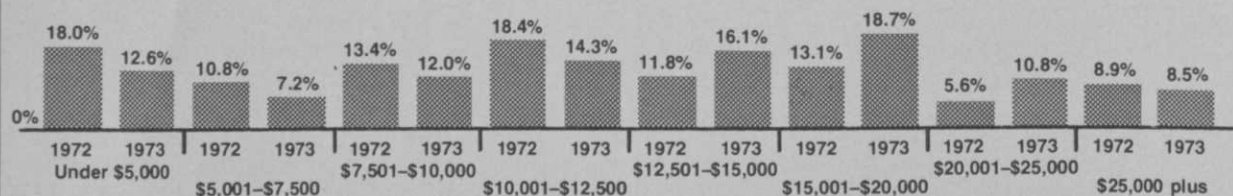
### ESTIMATE OF NET PRO INCOME\* (per cent of response in each course type)

Income ranges	Private		Semi-private		Hotel/Resort		Public	
	1972	1973	1972	1973	1972	1973	1972	1973
Under \$5,000	17.1%	9.3%	26.4%	17.8%	5.9%	9.1%	11.4%	18.9%
\$5,001-\$7,500	6.1%	6.3%	16.7%	12.3%	41.1%	9.1%	8.6%	1.9%
\$7,501-\$10,000	11.0%	10.7%	18.0%	9.6%	0%	18.2%	22.8%	18.9%
\$10,001-\$12,500	22.7%	13.7%	5.6%	12.3%	11.8%	18.2%	25.7%	18.9%
\$12,501-\$15,000	12.7%	17.6%	11.1%	15.0%	0%	0%	14.3%	15.1%
\$15,001-\$20,000	14.4%	20.9%	11.1%	19.2%	11.8%	9.1%	11.4%	11.3%
\$20,001-\$25,000	6.6%	12.2%	4.2%	6.9%	5.9%	27.2%	2.9%	7.5%
\$25,000 plus	9.4%	9.3%	6.9%	6.9%	23.5%	9.1%	2.9%	7.5%

\*After cost, payroll and other operational expenses

### PRO NET INCOME (per cent of response, all course types combined)

100%



Notes: This golf professional study does not include non-regulation facilities (par-three, executive, etc.), because the number of such facilities with complete pro shop operations, handling all categories of merchandise and carrying out all functions covered here, are few. Therefore, when the article refers to pro shops at United States golf facilities, we mean pro shops at regulation golf facilities only.

The term golf facility refers to an entire golf establishment. A club with two or more courses is considered to be one golf facility, because the courses are under the same management and share pro shop, clubhouse and other

club facilities.

Not all regulation golf facilities have pro shops. Based on its own figures and those of the major golf equipment manufacturers, GOLFDOM estimates that there are more than 8,500 pro shops at regulation golf facilities. This figure, for purposes of giving national totals, has been broken down by type of course as follows: private club pro shops; semi-private club pro shops; hotel/resort course pro shops and public pro shops.

For the survey, GOLFDOM has defined semi-private as a privately-owned, daily fee facility; hotel/resort as a facility owned and operated by a hotel or resort and public as a municipal course

or any other facility that does not represent private interests.

In some cases averages for 1971 and 1972 and 1972 and 1973 are the same, but national projections are different. This is indicative of the growth in the number of golf facilities.

Figures in the millions have been rounded to the nearest hundred thousand dollars; figures in the thousands have been rounded to the nearest hundred dollars and figures in the hundreds have been rounded to the nearest ten dollars. Therefore, rounded national totals, when added, may not agree with national grand totals as these are the sums of unrounded figures.

continued on page 52

## GROSS PRO SHOP SALES

Type of course	Irons		Woods		Putters	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1971	\$4,100	\$14.7 million	\$2,800	\$9.9 million	\$750	\$2.6 million
1972	\$4,200	\$15.0 million	\$3,000	\$10.4 million	\$620	\$2.2 million
1973	\$5,400	\$19.1 million	\$3,400	\$12.0 million	\$650	\$2.3 million
Semi-private						
1971	\$4,600	\$11.9 million	\$2,400	\$6.2 million	\$690	\$1.8 million
1972	\$3,100	\$8.2 million	\$2,300	\$6.3 million	\$520	\$1.4 million
1973	\$6,300	\$17.3 million	\$4,300	\$11.8 million	\$690	\$1.9 million
Hotel/Resort						
1971	\$1,900	\$796,600	\$1,100	\$446,900	\$690	\$282,900
1972	\$3,600	\$1.5 million	\$2,300	\$979,400	\$520	\$217,800
1973	\$1,900	\$818,100	\$1,400	\$589,500	\$440	\$185,700
Public						
1971	\$3,800	\$6.6 million	\$2,100	\$3.7 million	\$510	\$887,300
1972	\$8,000	\$14.0 million	\$5,100	\$8.9 million	\$510	\$891,300
1973	\$6,400	\$11.4 million	\$3,700	\$6.6 million	\$780	\$1.4 million
Type of course	Golf shoes		Men's apparel		Women's apparel	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1971	\$2,100	\$7.5 million	\$4,500	\$15.6 million	\$4,000	\$14.0 million
1972	\$2,700	\$9.4 million	\$5,300	\$18.6 million	\$4,700	\$16.6 million
1973	\$2,500	\$9.1 million	\$5,800	\$20.5 million	\$4,900	\$17.6 million
Semi-private						
1971	\$2,400	\$6.2 million	\$2,000	\$5.2 million	\$2,800	\$7.2 million
1972	\$2,500	\$6.8 million	\$1,900	\$5.1 million	\$2,000	\$5.6 million
1973	\$3,200	\$8.9 million	\$3,500	\$9.5 million	\$2,900	\$7.9 million
Hotel/Resort						
1971	\$1,400	\$560,500	\$7,300	\$3.0 million	\$8,100	\$3.3 million
1972	\$3,600	\$1.5 million	\$5,000	\$2.1 million	\$6,800	\$2.8 million
1973	\$2,900	\$1.2 million	\$5,600	\$2.4 million	\$5,000	\$2.1 million
Public						
1971	\$1,100	\$1.8 million	\$1,100	\$1.8 million	\$890	\$1.5 million
1972	\$1,900	\$3.4 million	\$2,200	\$3.9 million	\$2,400	\$4.2 million
1973	\$2,000	\$3.6 million	\$1,200	\$2.1 million	\$1,000	\$1.8 million

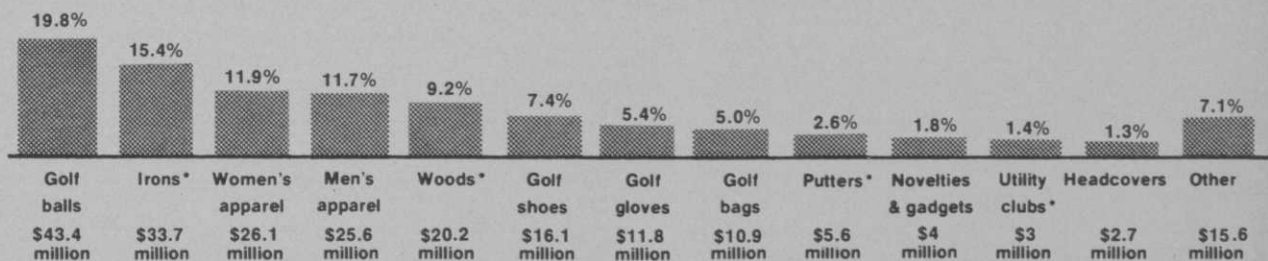


Utility clubs		Bags		Headcovers		Golf balls	
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
\$360	\$1.3 million	\$1,600	\$5.7 million	\$410	\$1.4 million	\$5,500	\$19.1 million
\$410	\$1.5 million	\$1,700	\$6.1 million	\$360	\$1.3 million	\$6,900	\$24.2 million
\$440	\$1.6 million	\$1,800	\$6.6 million	\$350	\$1.2 million	\$7,300	\$26.0 million
\$400	\$1.0 million	\$1,200	\$3.0 million	\$260	\$673,100	\$5,500	\$14.2 million
\$300	\$798,600	\$3,700	\$9.8 million	\$340	\$897,800	\$6,800	\$18.1 million
\$510	\$1.4 million	\$1,500	\$4.0 million	\$360	\$994,000	\$6,000	\$16.6 million
\$280	\$114,800	\$610	\$250,100	\$180	\$73,800	\$5,800	\$2.4 million
\$290	\$119,100	\$930	\$388,300	\$260	\$110,400	\$4,600	\$1.9 million
\$160	\$69,700	\$840	\$356,200	\$460	\$194,700	\$10,800	\$4.6 million
\$360	\$620,400	\$1,200	\$2.0 million	\$320	\$549,400	\$4,500	\$7.7 million
\$320	\$551,600	\$1,100	\$1.9 million	\$230	\$408,000	\$6,500	\$11.4 million
\$430	\$768,100	\$1,500	\$2.6 million	\$370	\$663,500	\$8,000	\$14.2 million
Golf gloves		Novelties & Gadgets		Other			
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals		
\$1,600	\$5.7 million	\$570	\$2.0 million	\$3,500	\$12.3 million		
\$1,900	\$6.8 million	\$670	\$2.4 million	\$3,200	\$11.4 million		
\$2,400	\$8.5 million	\$460	\$1.6 million	\$1,800	\$6.5 million		
\$1,300	\$3.5 million	\$420	\$1.1 million	\$700	\$1.8 million		
\$1,300	\$3.6 million	\$240	\$643,200	\$2,400	\$6.5 million		
\$2,000	\$5.4 million	\$380	\$1.0 million	\$1,300	\$3.5 million		
\$1,400	\$581,400	\$380	\$155,800	\$610	\$250,500		
\$2,400	\$1.0 million	\$300	\$125,400	\$13,100	\$5.5 million		
\$1,600	\$694,000	\$350	\$148,800	\$2,900	\$1.2 million		
\$1,200	\$2.1 million	\$420	\$727,900	\$690	\$1.2 million		
\$1,300	\$2.3 million	\$220	\$383,500	\$1,700	\$3.0 million		
\$2,000	\$3.6 million	\$400	\$704,300	\$2,100	\$3.7 million		

continued on page 57

## GROSS PRO SHOP SALES 1971 NATIONAL GRAND TOTALS

100% = 218.7 million (up 8.4% from 1970)



\*Sales of the four golf club categories combined totaled \$62.5 million and constituted 28.6% of total pro shop sales.

## GROSS PRO SHOP SALES 1972 NATIONAL GRAND TOTALS

100% = 272.8 million (up 24.7% from 1971)

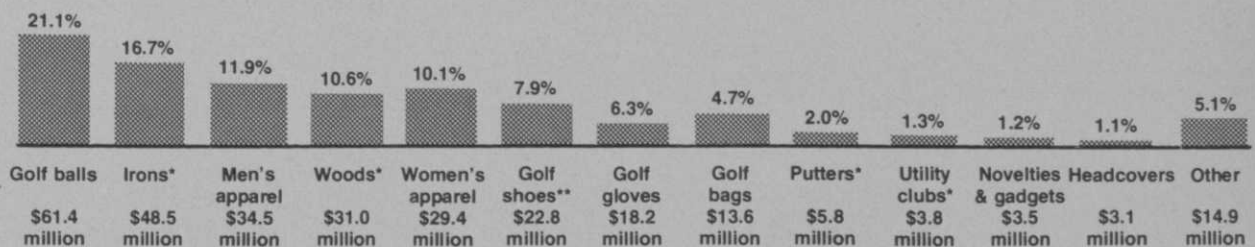


\*Sales of the four golf club categories combined totaled \$72.8 million and constituted 26.7% of total pro shop sales.

\*\*Men's shoe sales totaled \$15.4 million and women's totaled \$5.7 million.

## GROSS PRO SHOP SALES 1973 NATIONAL GRAND TOTALS

100% = \$290.5 million (up 6.5% from 1972)

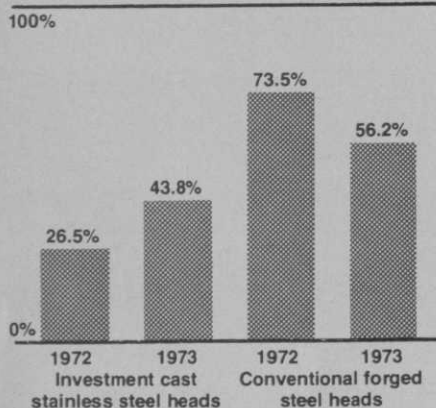


\*Sales of the four golf club categories totaled \$89.1 million and constituted 30.7% of total pro shop sales.

\*\*Men's shoe sales totaled \$16.4 million and women's totaled \$6.4 million.

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### NATIONAL CLUB SALES BY TYPES OF CLUBHEADS



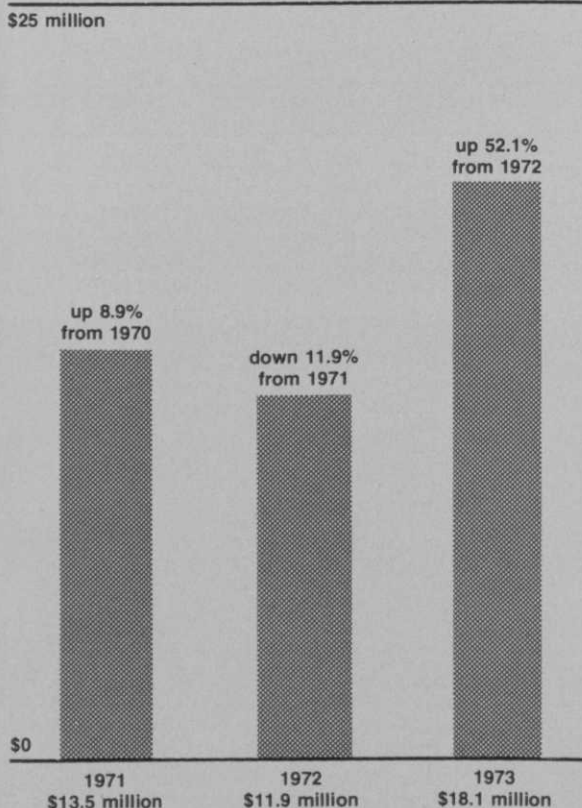
### GOLF CLUB SALES BY TYPES OF CLUBHEADS

Type of course	Investment cast stainless steel		Conventional forged steel	
	1972	1973	1972	1973
Private	29.7%	48.0%	70.3%	52.0%
Semi-private	22.2%	42.5%	77.8%	57.5%
Hotel/Resort	23.2%	30.5%	76.8%	69.5%
Public	19.0%	29.8%	81.0%	70.2%

### PRO INCOME FROM GOLF LESSONS

Type of course	Average per facility	National totals
<b>Private</b>		
1971	\$2,000	\$7.1 million
1972	\$1,700	\$6.1 million
1973	\$1,800	\$6.2 million
<b>Semi-private</b>		
1971	\$1,400	\$3.6 million
1972	\$1,000	\$2.7 million
1973	\$2,000	\$5.7 million
<b>Hotel/Resort</b>		
1971	\$1,200	\$447,700
1972	\$1,300	\$562,600
1973	\$1,300	\$550,400
<b>Public</b>		
1971	\$1,300	\$2.3 million
1972	\$1,400	\$2.5 million
1973	\$3,200	\$5.6 million

### PRO INCOME FROM GOLF LESSONS NATIONAL GRAND TOTALS



continued on page 59



**PERCENTAGES OF CLUB SALES  
GRAPHITE SHAFTED**

Type of course	
Private	2.3%
Semi-private	.7%
Hotel/Resort	1.5%
Public	.9%
Over-all	1.7%

**PRO INCOME FROM DRIVING RANGES\***

Type of course	Average per facility		National Totals	
	1972	1973	1972	1973
Private	\$2,500	\$2,600	\$ 6.7 million	\$ 6.4 million
Semi-private	\$2,300	\$4,100	\$ 4.4 million	\$ 4.8 million
Hotel/Resort	\$3,900	\$5,600	\$ 1.1 million	\$ 1.6 million
Public	\$1,900	\$4,300	\$ 2.1 million	\$ 2.5 million
<b>National Grand Totals</b>			\$14.4 million	\$15.3 million

\*Figures represent the total number of such courses factored by the percentage that have driving ranges.

**PRO INCOME FROM CLUB CLEANING  
AND STORAGE SERVICE**

Type of course	Average per facility		National totals	
	1972	1973	1972	1973
Private	\$4,700	\$4,500	\$16.6 million	\$16.1 million
Semi-private	\$1,300	\$1,900	\$ 3.5 million	\$ 5.3 million
Hotel/Resort	\$1,200	\$ 410	\$515,400	\$174,300
Public	\$1,400	\$ 890	\$ 2.5 million	\$ 1.6 million
<b>National Grand Totals</b>			\$23.1 million	\$23.2 million



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