

Golf trends analyzed in new NGF publications

The National Golf Foundation has introduced the first three in a series of specialized research publications called Market Reports.

Trends in the Golf Industry, Golf Travel, and Stand-Alone Golf Ranges in the U.S. offer insights into a specific aspect or segment of the U.S. golf industry. Collectively, the reports provide a comprehensive overview of current trends in both golf supply and golf demand. They range from 14 to 20 pages in length.

"Not only will these smaller, single-subject reports be more useful and affordable to many in the golf industry. They allow us to take a more focused approach in unveiling the wealth of data collected over the past year," said Michael Russell, NGF's senior research director.

Trends in the Golf Industry describes national trends in golf's growth from 1986 to 1990 in terms of the number of golfers, rounds played, and golf courses supply and development.

Golf Travel combines material from several NGF surveys regard-

ing the golf travel habits of American golfers. Traveling golfers are profiled by age group, income and gender. Also discussed is how often they travel, leading travel destinations, and the estimated size of the golf travel market.

Stand-Alone Golf Ranges in the U.S. offers a unique look at the status of range operation and management. It profiles recently surveyed off-course ranges and includes information on tee stations, lighting, practice areas, seasonality, pricing and more.

Three other Market Reports are

soon to be added to the series and include:

America's Attitudes Toward Golf in Their Communities—an examination of how Americans feel about the impact of golf courses on their communities; Women in Golf—a complete demographic profile of today's 6.5 million female golfers; and The Consumer's Cost of Golf—an analysis of golf expenditures and purchases such as green fees, membership fees and golf apparel.

To order, call NGF's Membership Services Department at 800-733-6006.

Lana'i names golf director

LANA'I CITY, Hawaii — Charles Ortega has been named director of golf for Lana'i Resorts. He will oversee operations and marketing functions for The Experience at Kiokele and The Challenge of Manele (to open in 1993), two championship golf courses on Hawaii's private island of Lana'i.

Before promotion to general manager and director of golf at Kiahuna Golf Club in Kauai, Ortega was the head golf professional and director of marketing there.



Charles Ortega

Marc Orłowski is the new head golf professional at The Experience. He had been assistant professional at Skylinks Golf

Course, Long Beach, Calif.

Voted "Best New Golf Course" by Fortune Magazine, The Experience was designed by Greg Norman and built by course architect Ted Robinson.

Club Corp. opens consulting arm

DALLAS — Club Corporation of America, which claims to be the world's largest owner and operator of private city and country clubs, has formed ClubCorp Consulting Group.

The division offers consulting services for club and resort development, marketing and operations.

Services cover all areas of development and operations, including market analysis and feasibility studies, design/construction/operations start-up and operations management.

James L. Faubion, president of ClubCorp Consulting, said: "CCA saw a need to provide flexible access to its asset management expertise. Now club or resort owners and management can benefit from CCA's extensive resources targeted specifically at their project's needs."

CCA operates more than 200 private city, country and athletic clubs.

Marriott signs on Chardonnay Club

WASHINGTON, D. C. — Chardonnay Club, a 36-hole championship golf facility in the Napa Valley wine country of California, will be managed by Marriott Golf under a recently signed contract with Cooke & Andrews Investments Inc., the U.S. development unit of Japan's Systems and Engineering Corp.

Other facilities in the agreement are under development in Virginia and Georgia.

Roger Billings has been named director of operations at Chardonnay Club.

Marriott Golf earlier this year signed a long-term agreement with Golden Bear International to manage 15 public golf facilities to be developed over the next several years.

