

Michigan golfers spend almost \$1 billion annually

LANSING, Mich. — Golfers spend a minimum of \$941 million in Michigan annually, according to a new economic impact study commissioned by Travel Michigan.

The study, conducted by professors at Eastern Michigan University, is the first economic impact study of golfers on the

Michigan economy.

"Michigan leads the nation with more than 750 public golf courses and we have led the nation in the number of new courses coming on line," said Richard Czuba, Michigan's director of tourism. "For the first time we can estimate the economic impact of golf on

Michigan's economy. At nearly \$1 billion, the impact is staggering."

According to the study, golfers spent \$586.10 per trip, at both the golf course and in the community, on trips that averaged 2.6 nights away from home. Golfers spent at least \$506.6 million at Michigan golf courses and re-

sorts, and poured a minimum of \$434.4 million into Michigan's communities.

The study measured only the expenditures of golfers. Real estate sales, construction jobs, and golf course employment were not included as part of the economic impact study.

"Tourism is the state's second largest industry, and golf is emerging as a major economic

player for the state," said Czuba. "Not only do golf courses provide great enjoyment, they highlight Michigan's great outdoors while supporting the thousands of small tourism businesses across the state, bringing more jobs to all corners of Michigan."

Beyond economic figures, the study provided an interesting profile into the Michigan golfer, including a golf population younger than the national average of 40 years old and 52 percent earning an annual income in excess of \$75,000.

The Critics All Agree...

All they wanted was an irrigation system for their golf course.
What they got was a whole lot more.

"Our Legacy distributor's been *absolutely outstanding!*"

Rex Worrell, Owner
Hidden Oaks Golf Course
(Granbury, TX)

"The support they've given has been *tremendous!*"

Jon Jennings, CGCS
Golf Course Superintendent
The Patterson Club
(Fairfield, CT)

"I would have paid more, but actually *paid less!*"

Daniel Garner, Owner
The Grizzly Course at Gold Mountain
(Graeagle, CA)

"Legacy's customer service is *terrific!*"

Michael L. Dingman, VP & Director of Golf
Environmental Golf & Glen Annie Golf Club
(Santa Barbara, CA)

"The G90's (heads) are *just great!*"

Wade Vecchio, Superintendent
Cotton Ranch Club
(Gypsum, CO)

"I *absolutely love* the Genesis Central!"

Chris Smith CGCS, Superintendent
Bittersweet Golf Club
(Gurnee, IL)

"Legacy's service, responsiveness and product quality has all been good. Their *technical support* has been *superior!*"

Jeff Whitfield, Director of Golf/General Manager
Persimmon Woods Golf Club
(Weldon Spring, MO)

MICHIGAN GOLFERS ARE:

86% MALE

14% FEMALE

80.2% MARRIED

26.8% WERE WITH THEIR SPOUSE
ON THEIR GOLF OUTING

60.0% 35-54 YEARS OF AGE

23.0% 35 YEARS OF AGE OR
YOUNGER

30.0% EARN IN EXCESS OF
\$100,000

52.0% EARN IN EXCESS OF
\$75,000

Golfers travel an average of 125 miles from home 2.60 nights are spent away from home on each trip

"We commissioned this study to give us direction in furthering our golf marketing efforts," said Czuba. "What we found is that by bringing more golfers to Michigan, we can have a substantial economic impact on communities across Michigan resulting in more tourism jobs."

Detroit track headed for redo

DETROIT — The 18-hole Shady Hollow Golf Course looks headed for a redesign as part of a \$250 million, 700-acre retail, business and housing project north of Detroit Metro Airport.

The proposed Metro World Centre, which would be one of Detroit's largest developments, would include a 450,000-square-foot discount mall, five technology parks, corporate park, office campus, retail strip center and single-family and rental housing. Shady Hollow falls within the proposed site plan.

Metro World developer Burt Farbman has said that changes to the golf course are very likely and that it may be reduced to a nine-hole layout. He said a study has shown that 80 percent of the rounds now played on the course are nine-hole rounds.

GOLF COURSE NEWS

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