

BRIEFS

GRAND TRAVERSE, Mich.—Gary Player has opened the Wolverine, an 18-hole layout at KSL-owned Grand Traverse Resort here. The front nine is routed through a landscape that incorporates the large wetlands that have been protected, as well as expanded. The second nine holes feature substantial elevation changes that offer views of Traverse Bay and the entire property.

MOUNT SINAI, N.Y.—The Hamlet at Willow Creek will be a new 18-hole upscale daily-fee course on Long Island. Stephen Kay has been retained to provide course architectural services. Construction will commence in early 2000.

GRAY, Maine—Spring Meadows Golf Club here opened its first nine holes Sept. 24. The second nine will open sometime in 2000. Architect Brad Booth designed the 18-hole layout for developers Pollard Associates LLC. Fred Stone Golf Construction is building the course.

LAKE MANASSAS, Va.—A ground breaking ceremony took place August 10 to commemorate the official start of the Lake Manassas Golf Course. Tom Jackson is designing the 18-hole layout.

U.S. golfer spending tops \$30 billion mark

JUPITER, Fla.—The National Golf Foundation has released its golfer spending report for 1998. *Golf Consumer Spending in the United States* shows that total spending on playing fees (cart, green, dues), practice range fees, golf equipment, golf apparel, food and beverage at golf facilities, and miscellaneous items such as golfer “gifts” was just over \$30 billion in 1998.

A similar study was conducted by the NGF in 1994. While not all of the data is comparable between the two studies, it can be noted that playing fees increased from \$6.9 billion in 1994 to \$10.7 billion in 1998, a compounded annual growth rate of almost 12 percent.

“Not all of this increase is due to more products being sold or more rounds being played,” said NGF Research Manager Jim Kass. “According to our recently released report, *A Strategic Perspective on the Future of Golf*, recent golfer spending increases are due primarily to inflation, and real increases in the cost of equipment and playing a round of golf.”

Total fee spending (playing fees plus all other fees) was again the number-one category in 1998, capturing over 60 percent of all golf-related expenditures. Golf clubs was the next highest category (12 percent), followed by food and beverage

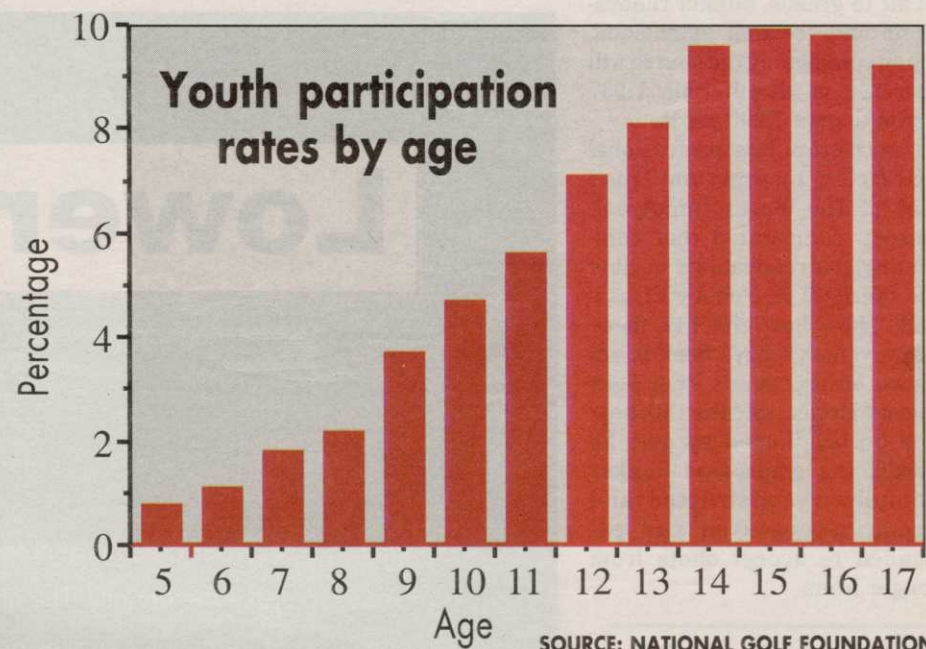
(10 percent) and apparel (8 percent).

On average, each of the 24.6 million golfers aged 18 and older in the United States spent \$1,212 on golf-related products and services in 1998. Specifically, they spend an average of \$751 on fees, \$133 on golf clubs, \$124 on food and beverage and \$92 on apparel. The average amount spent by all golfers, when

adding junior golfers to the mix (2.1 million kids aged 12 to 17), dropped slightly to \$1,152 annually, emphasizing the buying influence of the junior market.

Women continued to show their impact on the golf economy. In 1998, they spent an average of \$1,086 each, with men spending \$1,173. The 5.4 million

Continued on page 6



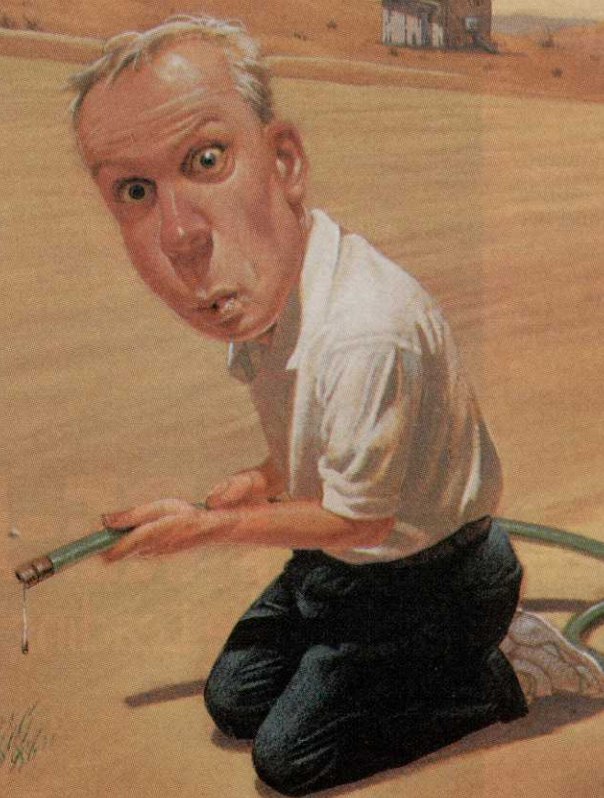
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