

Canadian juniors gain support

OAKVILLE, Ontario—Kelsey's Restaurants and ClubLink Corp. have climbed on board for 1999, further solidifying Future Links, presented by Mackenzie Financial Corp., Canada's national junior golf development program.

"Corporate support plays a vital role towards improving Future Links and making golf affordable and accessible to kids," said Paul MacDonald, director of membership development at the Royal Canadian Golf Association. "The program continues to expand each year and is expected to introduce nearly 25,000 new golfers to the game in 1999."

In the first three years of the

program, more than 30,000 youths have participated in Future Links activities nationwide.

Kelsey's Restaurants, as an official supplier, is contributing to the financial development of Future Links. The restaurant chain has 76 restaurants across Canada and the United States.

Troon's San Diego layout on schedule for Nov. opening

SAN DIEGO — Construction of Maderas Country Club is on time for a projected mid-November opening.

Designed by Johnny Miller and Robert Muir Graves, Maderas is located in Poway just north of San Diego. The 18-hole course lies within the new real-estate development, The Heritage Estates.



ACQUISITIONS

Commented Sunroad Enterprises Vice President Art Noerhen, the developer: "The course already has 16 of its putting greens seeded and 13 of its fairways and tees fully grassed. Plus the full-length driving range and short-game practice facility are already completely grown-in." Maderas CC is managed by Troon Golf.

NGF report

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avid golfers in the United States (25-plus rounds per year representing only 21 percent of the total golfer population) maintained their "most favored" status by spending just over \$18 billion (60 percent of total spending), or an average of \$3,339 each. Moderate golfers (8-24 rounds) dropped just below the average by spending \$944 and Occasional golfers (1-7 rounds annually) spend \$375 each.

New to the report this year is spending on individual golf club and apparel categories. For example, the average golfer who purchased equipment in 1998 spent \$426. "Driver buyers" spent \$164 and "fairway wood" buyers spend \$143. "Iron buyers" spend the most at \$355 each, with wedge and putter buyers spending \$73 and \$58, respectively.

And it appears that non-green-grass retail stores continue to make inroads, with strong market shares in most categories. On-course green-grass shops hold the top position in only one major product category, that being golf gloves, with 25 percent of all purchases.

Off-course golf-only specialty stores hold the lead, or are tied for the lead, as the outlet of choice for five major product categories: golf shoes (26 percent total market share), golf bags (23 percent), drivers (26 percent), fairway woods (27 percent) and iron sets (27 percent). Golf balls are purchased primarily at discount shops (30 percent market share) and apparel is purchased primarily at department stores.

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