

International performance

Demand potential of any golf course is strongly related to the number of playable days. Based on the information received from Golf Benchmark Survey participants in 2007, golf courses in Southeast Mediterranean Europe, Great Britain and Ireland, and the Middle East have almost year-round playability, whereas courses in Central, Northern and Eastern Europe had between 235 and 300 playable days in 2006.

A good benchmark indicator of demand is the average number of rounds per playable day. Eighteen-hole golf courses in the Middle East and South Africa recorded the highest average number of rounds per playable day – 117 and 96, respectively – while Eastern European courses recorded the fewest rounds per playable day – 38.

Looking at top performing locations, Dubai has the highest number of rounds per playable day (121), followed by Finland and Sweden (120 and 96, respectively). Despite the fewer playable days in Northern Europe, longer daylight hours during the summer months enable increased playability in these countries.

Eighteen-hole golf courses in the Middle East recorded the highest average number of total rounds played (almost 42,000 rounds). Golf courses in South Africa recorded about 20 percent fewer rounds, yet the country still is well above the averages of other surveyed regions in Europe.

Source: KMPG's Golf Benchmark Survey 2007

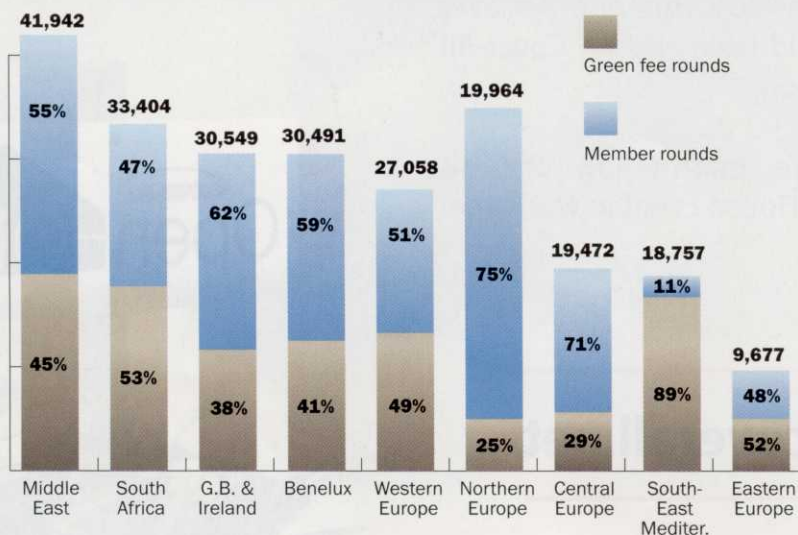
Average number of rounds played per playable day – 18-hole courses



Average number of declared playable days by region



Average number of rounds played on 18-hole courses by region



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