



GOLFDOM SPEAKS OUT

The Business Side of Golf

The Professional Golfers' Assn. and the American Professional Golfers have buried the hatchet, and many people throughout the industry are breathing easier. The timing of the hatchet burial may be one that sees an even greater good than just the ending of what might have been a disastrous feud.

Here it is the second month of the year, and we've just gone through that marvel of the democratic process, the installation of a new head of our nation. The peaceful transfer of power that we in this country take for granted is something that has eluded men for 5,000 years.

These comments are made by way of setting the stage for what we consider a major contribution to the business side of golf. We among the golf fraternity know what makes golf a game (at least we think we do each time we address the ball), but somehow what makes golf a business has been lost in the shuffle. Golf is very much a game, but it is, simultaneously, very much a business.

A new concept is emerging about golf: Its stature in what is fast becoming a worldwide as well as an American industry—leisure. Not too long after the universe-shaking achievement of Borman, Anders and Lovell, Pan American World Airways announced it had already received 200 reservations for its first commercial flight to the moon. When those 200 hardy souls arrive on the moon, chances are they will hire a golf course architect to begin work on an 18-hole layout. (They might think nine holes a little too tame for such adventurous spirits.)

Seriously, the leisure industry is growing so fast that it is being given more and more consideration as a major factor in financial and other weighty aspects of American life. As affluence grows increased numbers of people have more time and money with which to amuse themselves. Games such as golf will absorb more and more of their interest. Based on what we now know about human behavior, it is conceivable that games will be as necessary a part of everyday life as gratifying endeavor is.

This means that tools to understand leisure pastime are needed. Meaningful statistics about golf are woefully lacking and must be supplied. GOLFDOM with this issue undertakes the task of starting the year-to-year charting of the golf business, its relation to the larger sphere of leisure and how performance on the business level can be bettered.

This is a first undertaking and its scope is somewhat limited. We of the editorial staff would welcome your comments on this, GOLFDOM's First Annual Marketing and Research Study Issue.

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