

The golf boom took the industry by surprise. From a sport generally reserved for the elite, it became every man's game. And the industry suddenly found itself adding its expenditures and sales in the millions. There was little time to keep detailed statistical records of this phenomenal activity—everybody was too busy manufacturing, buying and selling at a frenzied speed.

Although the boom continues, the industry has grown accustomed to the realm of big business. And now, in attempting to analyze what occurred, it has become apparent that the industry is sorely in need of statistics upon which to gauge its future growth. Many major golf industry foundations and associations currently are involved in excellent surveys and studies that will turn former guesswork into solid estimates and statistics. And GOLFDOM is anxious to take on its share of this enormous task.

Last year, GOLFDOM's First Annual Marketing and Research Issue offered pros, superintendents and club managers some sound figures by which they could compare their performances. For this second endeavor, GOLFDOM engaged an independent research organization to help with a study that would delve even more deeply. Aware that pro shop and clubhouse operations at different types of golf facilities can vary considerably, we decided that sales and expenditure figures should be broken down, wherever possible, by major types of facilities—private, semi-private, hotel/resort and public. In this way, a pro or club manager may compare his performance with that of his exact counterpart. And in the case of the superintendent, it was determined that the size of a facility makes a considerable difference in the amounts of materials and equipment he utilizes. Therefore, again wherever possible, figures on course maintenance materials, equipment and labor have been broken into three major size categories—9-hole facilities, facilities of 18 holes or more and non-regulation size courses (par-three, executive, etc.). Through this approach, GOLFDOM's Second Annual Marketing and Research Issue brings some interesting differences to light and makes the figures of greater significance.

Each year, we will attempt to make such improvements in our study and increase its depth, in the hope that we can contribute to the success of our readers and the golf industry.

Finding Out Where Golf is Heading