

Professionals

... fought back last summer's bad weather and sales lag
to top record revenues made in 1968

Gross Pro Shop Sales

Type of Course	Irons		Woods		Putters	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1968	\$4,500	\$14.4 million	\$3,800	\$12.2 million	\$1,300	\$4.2 million
1969	\$5,700	\$18.3 million	\$4,000	\$12.8 million	\$930	\$3 million
Semi-private						
1968	\$4,600	\$11 million	\$2,700	\$6.5 million	\$1,000	\$2.4 million
1969	\$3,700	\$8.9 million	\$3,300	\$7.9 million	\$810	\$1.9 million
Hotel/Resort						
1968	\$1,200	\$460,000	\$3,400	\$1.4 million	\$960	\$384,000
1969	\$2,100	\$851,000	\$2,700	\$1.1 million	\$340	\$134,800
Public						
1968	\$5,000	\$8.3 million	\$2,600	\$4.4 million	\$630	\$1.1 million
1969	\$4,600	\$7.7 million	\$2,500	\$4.2 million	\$710	\$1.2 million

Type of Course	Golf shoes		Men's apparel		Women's apparel	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1968	\$2,600	\$8.4 million	\$3,300	\$10.7 million	\$2,300	\$7.6 million
1969	\$2,600	\$8.4 million	\$4,800	\$15.4 million	\$5,600	\$17.9 million
Semi-private						
1968	\$2,400	\$5.8 million	\$3,000	\$7.3 million	\$2,300	\$4.7 million
1969	\$4,700	\$11.4 million	\$4,900	\$11.7 million	\$2,600	\$6.1 million
Hotel/Resort						
1968	\$1,200	\$493,200	\$3,300	\$1.3 million	\$4,200	\$1.7 million
1969	\$2,700	\$1.1 million	\$5,400	\$2.1 million	\$3,700	\$1.5 million
Public						
1968	\$520	\$867,400	\$770	\$1.3 million	\$1,300	\$2.2 million
1969	\$980	\$1.6 million	\$910	\$1.5 million	\$520	\$870,700

Despite pros' complaints about bad summer weather over much of the nation in 1969, pro shop sales apparently rallied during the latter part of the year when many golfers enjoyed lengthy Indian summers. With only two

exceptions, total pro shop sales in each product category made some hefty increases over what many pros consider the record year of 1968. GOLFDOM's Second Annual Marketing and Research Study found that the esti-

mated 7,700 pro shops at the nation's regulation golf facilities sold \$247.7 million worth of merchandise in 1969—\$49.7 million, or 25.1 per cent, over 1968.

Examining the 1969 national

continued

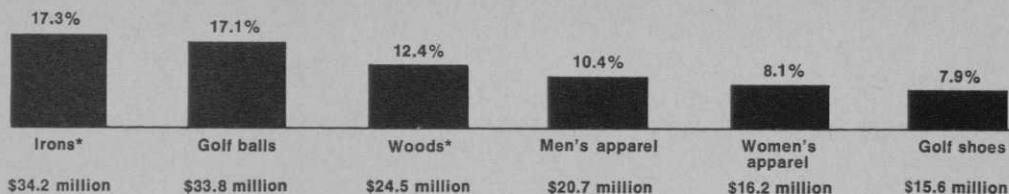
Utility clubs		Bags		Headcovers		Golf balls	
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
\$650	\$2.1 million	\$1,600	\$5.2 million	\$580	\$1.9 million	\$4,600	\$14.8 million
\$680	\$2.2 million	\$2,300	\$7.5 million	\$430	\$1.4 million	\$6,800	\$22.1 million
\$590	\$1.4 million	\$990	\$2.4 million	\$370	\$881,500	\$4,700	\$11.3 million
\$710	\$1.7 million	\$1,900	\$4.6 million	\$580	\$1.4 million	\$6,000	\$14.4 million
\$150	\$60,000	\$740	\$294,000	\$210	\$82,400	\$4,200	\$1.7 million
\$210	\$85,600	\$550	\$221,200	\$220	\$86,000	\$3,800	\$1.5 million
\$200	\$328,600	\$1,100	\$1.9 million	\$520	\$859,000	\$3,600	\$6.1 million
\$220	\$363,600	\$1,100	\$1.8 million	\$220	\$358,600	\$4,600	\$7.7 million

Golf gloves		Novelties & Gadgets		Other	
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
\$1,400	\$4.5 million	\$1,800	\$5.8 million	\$2,000	\$6.4 million
\$1,500	\$4.8 million	\$1,400	\$4.5 million	\$2,300	\$7.4 million
\$980	\$2.4 million	\$770	\$1.9 million	\$1,200	\$2.9 million
\$940	\$2.3 million	\$1,900	\$4.5 million	\$660	\$1.6 million
\$1,200	\$476,000	\$330	\$130,000	\$3,300	\$1.3 million
\$2,300	\$914,000	\$1,100	\$444,400	\$4,000	\$1.6 million
\$690	\$1.1 million	\$260	\$437,000	\$220	\$362,000
\$1,000	\$1.7 million	\$540	\$894,000	\$490	\$815,700

See page 60 for explanatory notes on tables and graphs.

**Gross Pro Shop Sales
1968 National Grand Totals**

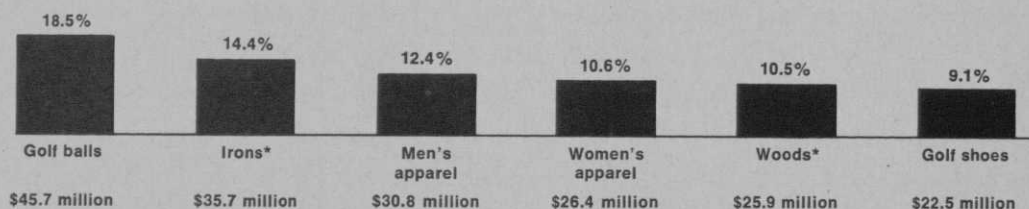
100% = \$198-million



*Sales of the four golf club categories combined totaled

**Gross Pro Shop Sales
1969 National Grand Totals**

100% = \$247.7 million (up 25.1% from 1968)



*Sales of the four golf club categories combined totaled

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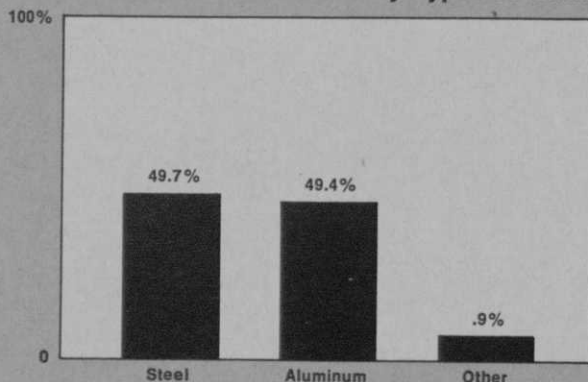
grand total for sales in each category revealed the following percentages of increase in dollar volumes over 1968: women's apparel, up 62.9 per cent; men's apparel, up 46.9 per cent; golf shoes, up 44.2 per cent; golf bags, up 43.8 per cent; utility clubs, up 43.6 per cent; golf balls, up 35.2 per cent; woods, up 25.1 per cent; novelties and gadgets, up 24.1 per cent; golf gloves up 15.5 per cent; irons, up 4.4 per cent; other, or miscellaneous, products, up 4.6 per cent. Putters and headcovers were the only two categories which showed decreases in total national dollar volumes—down 21.1 per cent and 13.5 per cent respectively.

Comparing these same 1968 and 1969 dollar volumes in terms of each product category's percentage of total national pro shop sales appears to back up pros who said that golfers were holding back on major purchases of new equipment last summer. This hesitancy apparently caused some re-shuffling among the leading dollar volume products. In 1969, irons dropped back to second place, constituting 14.4 per cent

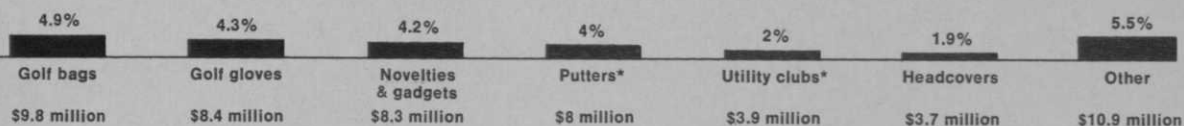
Golf Club Sales by Types of Shafts*

Type of Course	Steel	Aluminum	Other
Private	42.9%	55.3%	1.8%
Semi-private	54.3%	45.1%	.6%
Hotel/Resort	51.4%	48.6%	0%
Public	64%	36%	0%

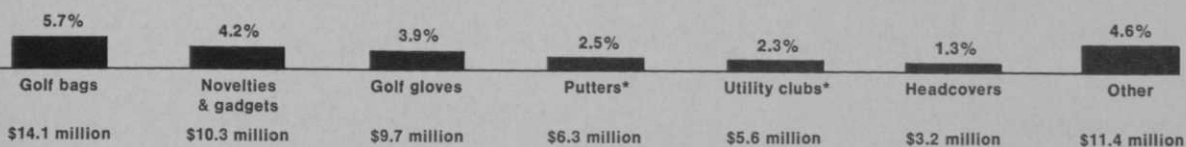
National Golf Club Sales by Types of Shafts*



* Figures show percentage of total golf club sales accounted for by each type of shaft.



\$70.7 million and constituted 35.7% of total pro shop sales.



\$73.5 million and constituted 29.7% of total pro shop sales.

of total national pro shop sales, as compared to 17.3 per cent in 1968. Golf balls, a fast-moving item, moved up one notch to first place, accounting for 18.5 per cent of total national pro shop sales, versus 17.1 per cent in 1968. Men's apparel and women's apparel moved into third and fourth places, respectively, pushing woods back from third place in 1968 to fifth place in 1969. However, if all golf club categories are combined—irons, woods, putters and utility clubs—they constitute 29.7 per cent of total national pro shop sales in 1969, as compared to 35.7 per cent in 1968.

Pros were asked to break down their golf club sales by types of shafts. Overall response, combining pro shops at all types of courses, indicated almost an even split between conventional steel and aluminum shafts—49.7 per cent and 49.4 per cent of club sales respectively. Clubs with other types of shafts constituted only .9 per cent of the sales.

Pro income from golf lessons remained rather stable. Pros at private clubs had the greatest, but still a modest, gain, going from an average of \$2,500 in 1968 to \$2,800 in 1969. Public course

continued

Do You Earn Prize Money from Tournament Play?

Type of course	Yes	No
Private	55%	45%
Semi-private	31.9%	68.1%
Hotel/Resort	20%	80%
Public	33.3%	66.7%
Per cent of total response	41.2%	58.8%

Average Amount Won by Pros Who Earn Money from Tournament Play

Type of course	Average earned
Private	
1968	\$1,500
1969	\$1,400
Semi-private	
1968	\$2,500
1969	\$1,700
Hotel/Resort	
1968	\$1,100
1969	\$800
Public	
1968	\$1,200
1969	—*

* Insufficient response to derive valid average

PROFESSIONALS

continued

pros reported an average decrease of \$100 from \$1,600 in 1968 to \$1,500 in 1969. However, overall response, combining all course types, showed a 7.7 per cent increase in total national pro income from golf lessons.

Some 41.2 per cent of the pros responding indicated that they earn money from tournament play. (It should also be noted that some pros earn additional income through golf car rentals. See page 82.) Pros at semi-private clubs had the highest earnings averages from tournament play in both 1968 and 1969. □

Notes: This golf professional study does not include non-regu-

lation facilities (par-three, executive, etc.), since the number of such facilities with complete pro shop operations, handling all categories of merchandise and carrying out all functions covered here, are few. Therefore, when the article refers to pro shops at United States golf facilities or the nation's golf facilities, it should be understood that we mean pro shops at regulation golf facilities only.

The term "golf facility" itself refers to an entire golf establishment. Therefore, a club with two or more courses is considered to be one golf facility, since the courses are under the same management and share the same pro shop, clubhouse and other club facilities.

Not all regulation golf facilities have pro shops. Based on its own figures and those of the major

golf equipment manufacturers, GOLFDOM estimates that there are a total of 7,700 pro shops at regulation golf facilities. This figure, for purposes of giving national totals, has been broken down by type of course as follows: 3,230 private club pro shops; 2,402 semi-private club pro shops; 400 hotel/resort course pro shops, and 1,668 public course pro shops.

Figures in the millions have been rounded to the nearest hundred thousand dollars; figures in the thousands have been rounded to the nearest hundred dollars, and figures in the hundreds have been rounded to the nearest ten dollars. Therefore, rounded national totals, when added, may not precisely agree with the national grand totals, since these are the sums of the unrounded figures.

Pro Income from Golf Lessons

Type of Course	Average per facility	National totals
Private		
1968	\$2,500	\$8.1 million
1969	\$2,800	\$9.1 million
Semi-private		
1968	\$800	\$1.9 million
1969	\$850	\$2 million
Hotel/Resort		
1968	\$1,100	\$420,000
1969	\$1,100	\$440,000
Public		
1968	\$1,600	\$2.7 million
1969	\$1,500	\$2.6 million

Pro Income from Golf Lessons
National Grand Totals

\$15 million

