

1970: The Year of the Golf Car

The number of golf cars continues to rise, with even sharper increases predicted for next year

By anybody's calendar 1970 is going to be a big year for the golf car industry in the United States. Respondents to GOLFDOM's Marketing and Research surveys indicated that the average size fleet at facilities renting golf cars had climbed from 23 cars in 1968

to 27 cars in 1969—a 17.4 per cent increase. And the average will jump another 18.5 per cent by year-end 1970 to 32 cars.

Projecting these figures to the 7,618 regulation courses renting golf cars (85.7 per cent of all regulation facilities), this means an in-

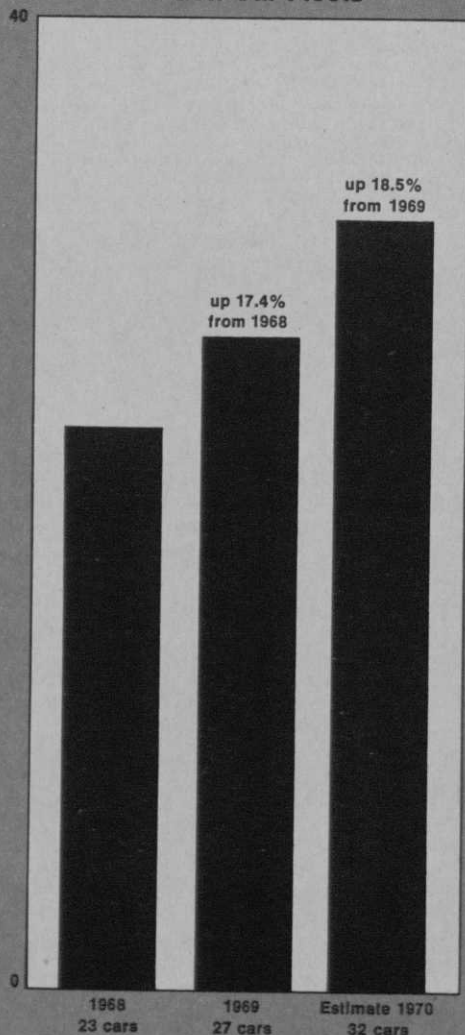
crease from 205,700 golf cars in 1969 to 243,800 in 1970. Some 63.5 per cent of the respondents indicated that their courses are planning additions to present golf car fleets. And of those who had such plans, 79.2 per cent said the additions were scheduled for be-

Average Sizes of Golf Car Fleets

Type of course	Average per facility*
Private	
1968	27
1969	32
Estimate 1970	36
Semi-private	
1968	17
1969	17
Estimate 1970	25
Hotel/Resort	
1968	27
1969	38
Estimate 1970	40
Public	
1968	13
1969	15
Estimate 1970	17

* Variance from the average in the case of an individual fleet could be accounted for by two factors: number of holes and size of the membership or amount of player traffic.

Overall Average Size of Golf Car Fleets



tween the latter part of 1969 and the end of 1970.

However, these growth figures do not even include a substantial number of cars that may be purchased or leased in 1970 by facilities which presently do not have fleets. In fact, the study showed

that of the respondents who said their courses did not have fleets, some 42.5 per cent indicated that their facilities have plans to acquire golf cars in the near future.

A look at revenues derived from golf car rentals at golf facilities offers a prime reason for the growth

of fleets. The overall national totals for revenue from golf car rentals jumped 13.3 per cent from \$126.2 million in 1968 to \$143 million in 1969. Hotel/resort facilities led the way, with an average revenue of \$32,800 in 1968

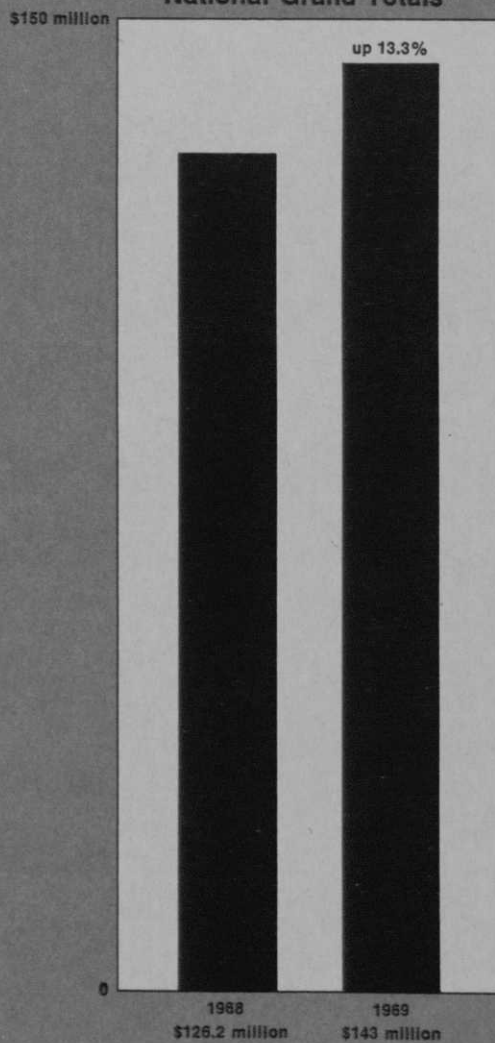
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Average Gross Revenue from Golf Car Rentals*

Type of course	Average per facility
Private	
1968	\$18,500
1969	\$20,300
Semi-private	
1968	\$13,600
1969	\$14,700
Hotel/Resort	
1968	\$32,800
1969	\$42,500
Public	
1968	\$12,500
1969	\$14,900
Overall response	
1968	\$17,500
1969	\$19,900

* Before any division of revenue

Gross Revenue from Golf Car Rentals National Grand Totals*



Percentage of Gross Golf Car Revenue Retained by Pros Who Participate*

Type of course	Retain 100% of revenue	Retain 75%-99% of revenue	Retain 50%-74% of revenue	Retain 25%-49% of revenue	Retain under 25% of revenue
Private	50%	2.1%	6.3%	8.3%	33.3%
Semi-private	58.9%	5.1%	10.3%	10.3%	15.4%
Hotel/Resort	62.5%	0%	0%	12.5%	25%
Public	20%	20%	20%	20%	20%
Overall response	53%	4%	8%	10%	25%

* Figures entered indicate percentage of respondents for each course type.

GOLF CAR

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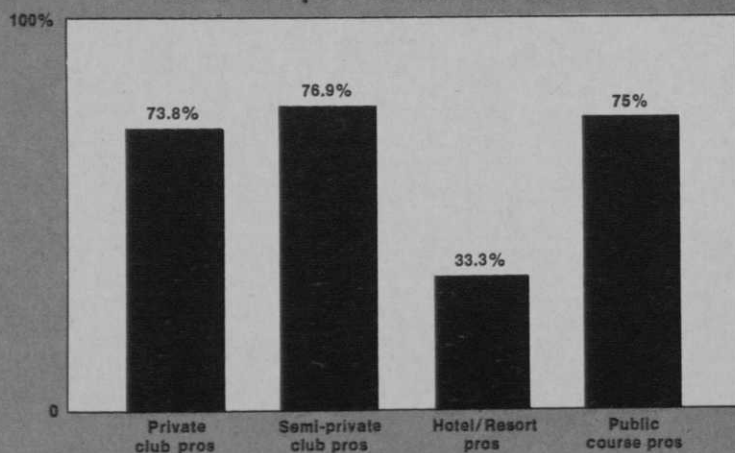
and \$42,500 in 1969.

Pros were asked if they retain any of the revenue from golf cars. Overall, some 60.5 per cent said they did. However, a breakdown of responses by course type showed that far fewer pros at hotel/resort courses participate in golf car revenue than those at any of the three other types of golf facilities.

Some pro incomes obviously are getting a considerable boost from golf car rentals. Overall, 53 per cent of the respondents who participate in the revenue indicated that they retain 100 per cent of the sum at their facilities. (Generally, any division of revenue from golf car rentals would be between the pro and the club.)

Ironically, although fewer hotel/resort pros said they participate in revenue from golf car rentals, of those who do participate, some 62.5 per cent indicated that they retain 100 per cent of the sum. □

Percentage of Pro Respondents Who Participate in Golf Car Revenue*



Overall percentage who participate in golf car revenue = 60.5%

* Figures pertain to those pros at facilities renting golf cars

Golf Car Statistics

- 85.7% of the survey respondents indicated their golf facilities have golf car fleets.
- Projecting nationally, 85.7% of the 8,890 regulation golf facilities in the United States equals an estimated 7,618 facilities, which have golf car fleets.
- The estimated 7,618 golf car fleets had an average of 27 golf cars by the end of 1969. Therefore, this would constitute a rounded total of 205,700 golf cars at regulation facilities in the United States in 1969, as compared with 175,200 in 1968.
- Based on the 1970 estimate of 32 golf cars per fleet, the same 7,618 facilities will have a total of 243,800 golf cars by the end of 1970.
- The number of facilities with golf cars will increase substantially. Of those respondents who indicated their courses did not have golf car fleets, 42.5% said they planned to acquire golf cars in the near future.