

# GOLF CARS

*... continued to grow in fleet sizes and rental revenues*

Golf car revenues again struck the one bright note in an otherwise bleak year. The rate of growth for revenues from rentals continued to accelerate, showing a 36.5 per cent increase in 1971 as compared to a 31.4 per cent increase in 1970 and a 13.3 per cent increase in 1969. This brought the national total to \$256.5 million, according to GOLFDOM's Fourth Annual Marketing and Research Study.

Clubs and courses apparently put their money where it would bring the greatest return, and almost met their predictions for fleet buildup in 1971. Last year, managers' projections on the sizes of their fleets in 1971 averaged out to 33 cars per fleet—four more than in 1970. In actuality, the average fleet size increased to 31 cars per fleet—a 6.9 per cent increase over 1970.

Every course type, except public, noted an increase in revenue from rentals. Private courses, by far, had the greatest success, with an average of \$42,800 per facility—\$10,500 more than in 1970.

All course types, again with the exception of public which remained at the 1970 level, built up their fleets in 1971. Hotel/Resort courses made the biggest investments in their fleets, increasing from 40 cars per fleet in 1970 to 45 cars in 1971.

Managers at all course types predicted sizable buildups in 1972. Predictions average out to 36 cars per fleet. However, past surveys have shown that these advance estimates by managers are usu-

ally optimistic by a considerable margin.

In 1971 83 per cent of the manager respondents said their courses have fleets, as compared to 78.6 per cent in 1970. Projecting the 1971 percentage to the some 9,300 regulation facilities in the United States, it is estimated that about 7,720 have golf car fleets. This would mean that, taking the average of 31 cars per fleet, the number of golf cars at regulation facilities in the United States totaled more than 239,300 in 1971. In addition to the predicted buildups of existing fleets in 1972, which would bring the total to more than 277,900, some 30 per cent of the managers whose facilities did not have fleets said they planned to acquire cars in the near future.

In checking the division, if any, of golf car revenue, 80.7 per cent of the golf professionals responding indicated that they participate in this income. (Generally, the division is between the professional and the club or course.) Of those who participate in this revenue, only 8.9 per cent in 1971 said they retain 100 per cent. This is considerably fewer than in 1970. What appears to have occurred is that many of those who were retaining 100 per cent of the revenue in 1970 had to give up a portion in 1971 and moved into the 75 to 99 per cent range. Meanwhile, on the other side, some professionals who were getting lesser shares of the revenue in 1970 were able to move up to the 75 to 99 per cent range in 1971. □

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## GOLF CAR TABLES AND GRAPHS

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### Gross revenue from car rentals

Average .....	58
National grand totals .....	58
Gross revenue retained by professionals .....	58

### Percentage of pros who participate in car revenue.60

#### Sizes of golf car fleets

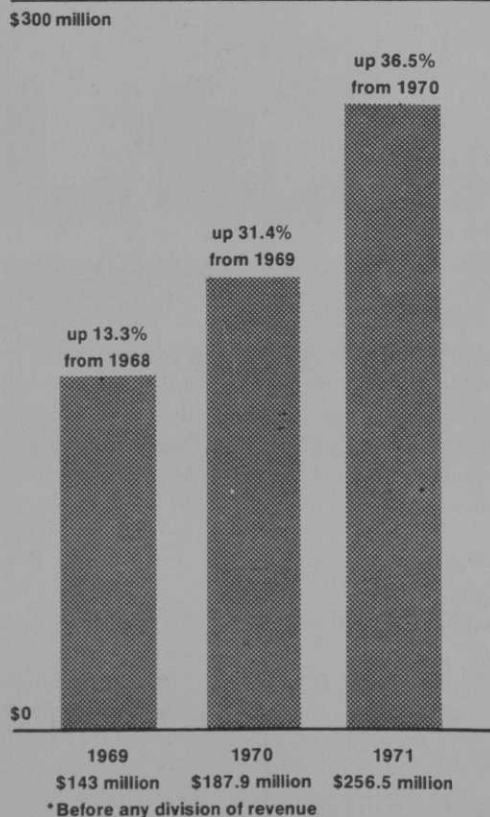
Average .....	60
Over-all average .....	60

### AVERAGE GROSS REVENUE FROM GOLF CAR RENTALS\*

Type of course	Average per facility
<b>Private</b>	
1969	\$20,300
1970	\$32,300
1971	\$42,800
<b>Semi-private</b>	
1969	\$14,700
1970	\$20,600
1971	\$27,800
<b>Hotel/Resort</b>	
1969	\$42,500
1970	\$65,600
1971	\$65,700
<b>Public</b>	
1969	\$14,900
1970	\$11,900
1971	\$ 9,500

\* 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\*

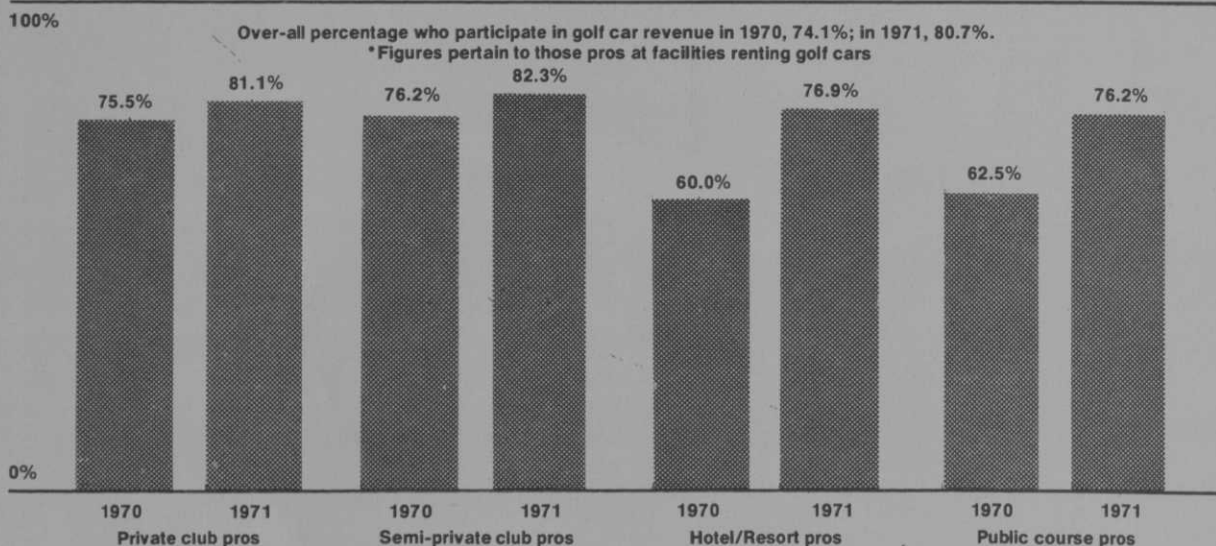
Type of course	Retain 100% of revenue		Retain 75%-99% of revenue		Retain 50%-74% of revenue		Retain 25%-49% of revenue		Retain under 25% of revenue	
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971
Private	24.8%	2.7%	10.9%	60.0%	10.9%	22.6%	6.9%	4.0%	46.5%	10.7%
Semi-private	50.8%	21.8%	6.3%	43.0%	6.3%	18.7%	17.5%	9.4%	19.1%	6.3%
Hotel/Resort	16.7%	15.4%	0%	61.5%	8.3%	7.7%	16.7%	7.7%	58.3%	7.7%
Public	75.0%	—**	25.0%	50.0%	0%	—**	0%	25.0%	0%	25.0%
<b>Over-all response</b>	<b>34.4%</b>	<b>8.9%</b>	<b>8.9%</b>	<b>55.5%</b>	<b>8.9%</b>	<b>19.4%</b>	<b>11.1%</b>	<b>6.5%</b>	<b>36.7%</b>	<b>9.7%</b>

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

\*\* No response in these categories

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## PERCENTAGE OF PRO RESPONDENTS WHO PARTICIPATE IN GOLF CAR REVENUE\*



## AVERAGE SIZES OF GOLF CAR FLEETS

Type of course      Average per facility\*

### Private

1969	32
1970	32
1971	33
Estimate 1972	37

### Semi-private

1969	17
1970	22
1971	24
Estimate 1972	30

### Hotel/Resort

1969	38
1970	40
1971	45
Estimate 1972	52

### Public

1969	15
1970	20
1971	20
Estimate 1972	32

\*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.

## OVER-ALL AVERAGE SIZE OF GOLF CAR FLEET

