

TENNIS...

may prove to be the surprise income source for enterprising golf clubs and professionals

Tennis has become a major part of a club's profit picture, and for many golf professionals, selling tennis apparel and equipment now is a lucrative new source of income. At the demand of members of all ages, tennis courts that had once gone to weeds are now in top playing condition and in constant use. At many clubs, existing courts are not adequate to handle the demand, and expansion plans are in the works. And other clubs that never had sufficient member interest to merit building courts now are being pressed to get contractors in—and fast.

Managers reported that income from tennis facilities jumped almost 23 per cent in 1972 to \$25.4 million, and pros who carry tennis merchandise in their shops have cashed in on the new tennis activity. Some 52 per cent of the professionals at clubs with tennis facilities carry either tennis equipment or apparel or both. This merchandise brought \$1.2 million into their coffers—an amazing 77.8 per cent more than in 1971.

Looking at the growth picture for tennis, 41.6 per cent of the managers reported having tennis facilities. Of this group, almost 63 per cent said that they plan to improve or expand their tennis facilities. Some 52 per cent of those who did not have tennis facilities said they plan to install courts in the near future. For professionals who already stock tennis equipment and apparel, these figures can only mean greater profits. And those professionals who have not yet gotten into tennis merchandise should, certainly, take a hard look at its potential. □



DOES YOUR CLUB OR COURSE HAVE TENNIS FACILITIES?

Type of course	Yes	No
Private	52.9%	47.1%
Semi-private	13.2%	86.8%
Hotel/Resort	84.6%	15.4%
Public	9.5%	90.5%
% of total response	41.6%	58.4%

DO YOU PLAN TO IMPROVE OR EXPAND YOUR TENNIS FACILITIES?

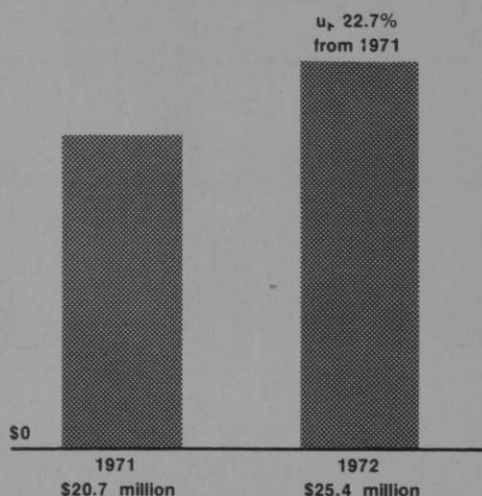
Type of course	Yes	No
Private	59.5%	40.5%
Semi-private	66.7%	33.3%
Hotel/Resort	88.9%	11.1%
Public	100%	0%
% of total response	62.7%	37.3%

WHICH DO YOU SELL IN YOUR PRO SHOP?

Type of course	Tennis equipment	Tennis apparel	Both	Neither
Private	22.1%	14.7%	15.8%	47.4%
Semi-private	21.4%	0%	28.6%	50.0%
Hotel/Resort	30.8%	7.7%	7.7%	53.8%
Public	28.6%	0%	29.6%	42.8%
% of total response	23.3%	11.6%	17.0%	48.1%

INCOME FROM TENNIS FACILITIES NATIONAL GRAND TOTALS

\$35 million



INCOME FROM TENNIS FACILITIES

Course type	Average per facility	National totals
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Private

1971	\$ 8,700	\$19.0 million
1972	\$10,700	\$23.4 million

Semi-private

1971	\$ 2,400	\$ 1.1 million
1972	\$ 2,600	\$ 1.2 million

Hotel/Resort

1971	----*	----*
1972	----*	----*

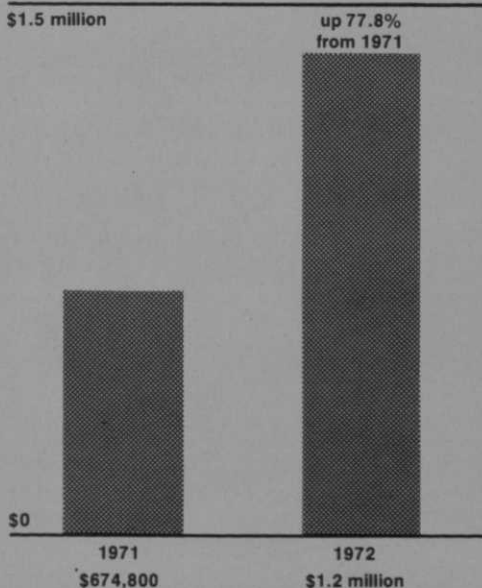
Public

1971	\$ 4,000	\$508,000
1972	\$ 5,800	\$730,300

*The disparity among resorts' tennis fee plans makes averages and national totals unreliable.

GROSS PRO INCOME FROM TENNIS MERCHANDISE NATIONAL GRAND TOTALS

\$1.5 million



GROSS PRO INCOME FROM TENNIS MERCHANDISE

Course type	Average per facility	National totals
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Private

1971	\$610	\$604,500
1972	\$920	\$908,700

Semi-private

1971	\$200	\$ 51,000
1972	\$440	\$112,200

Resort/Hotel

1971	----*	----*
1972	\$680	\$ 93,200

Public

1971	\$100	\$ 19,300
1972	\$500	\$ 96,500

* Insufficient response in this category.