

GOLF CARS...

continue to be the fastest-growing source of income for golf clubs

Golf cars were again the industry's brightest economic star. The rate of growth for rental revenues continues to burgeon, showing a 67.1 per cent increase in 1972 as compared to a 36.5 per cent increase in 1971 and a 31.4 per cent increase in 1970. According to GOLF-DOM's Fifth Annual Marketing and Research Study, this brought the national total to \$428.7 million.

Clubs and courses did not come as close this year to their predicted fleet buildups for 1972. Last year, managers over-projected the sizes of their fleets in 1972 and estimated an average of 36 cars per fleet. The actual average fleet size was 33 cars per fleet. This was still an increase of 6.5 per cent over 1971.

All course types but hotel-resort showed an increase in revenue from rentals. Private and semi-private courses enjoyed the greatest success, showing averages of \$62,800 and \$56,500 per facility, respectively. Private courses gained \$20,000 and semi-private gained \$28,700 per facility over 1971.

All course types, with the exception of hotel-resort, built up their fleets in 1972.

Managers at all course types predicted sizable buildups in 1973. Projections average 38 cars per fleet. But these predictions have proven to be overly optimistic in the past.

In 1972, 86.2 per cent of the manager respondents said their courses have fleets, as compared to 83 per cent in 1971. Projecting the 1972 figure to the some 9,500 regulation facilities in the United States, it is estimated that about 8,189 have golf car fleets. Thus, taking the average of 33 cars per fleet, the total number of golf cars at

regulation facilities in the United States is 270,237 in 1972. In addition to the predicted buildups of present fleets in 1972, which brings the total to 311,182, some 24.9 per cent of the managers whose facilities did not have fleets said they planned to acquire cars in the future.

The division of golf car revenue showed 76.2 per cent of the golf professionals responding indicated that they participate in this income. Of those who participate, 25 per cent in 1972 said they retain 100 per cent. This is a 16 per cent increase over 1971. Those professionals retaining under 25 per cent of the revenue have increased significantly to 47 per cent from 9.7 per cent. And there is a considerable loss of retained revenue in the 75 to 99 per cent

continued



GOLF CAR TABLES AND GRAPHS

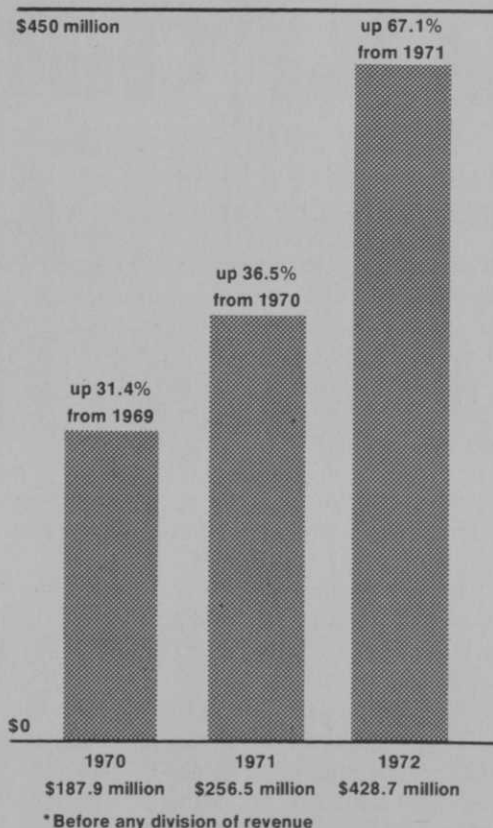
Gross revenue from car rentals		Pros participating in car revenue	50
Average	48	Sizes of golf car fleets	50
National grand totals	48	Average	50
Gross revenue retained by professionals	48	Over-all average	50

AVERAGE GROSS REVENUE FROM GOLF CAR RENTALS*

Type of course	Average per facility
Private	
1970	\$32,300
1971	\$42,800
1972	\$62,800
Semi-private	
1970	\$20,600
1971	\$27,800
1972	\$56,500
Hotel/Resort	
1970	\$65,600
1971	\$65,700
1972	\$31,400
Public	
1970	\$11,900
1971	\$ 9,500
1972	\$19,700

* 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*

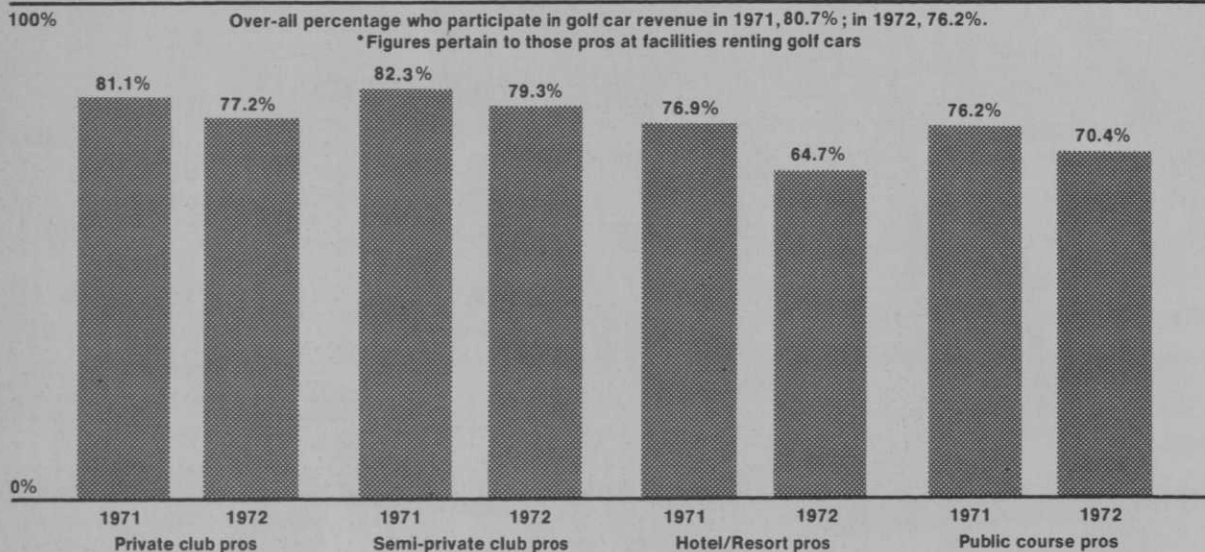
Type of course	Retain 100% of revenue		Retain 75%-99% of revenue		Retain 50%-74% of revenue		Retain 25%-49% of revenue		Retain under 25% of revenue	
	1971	1972	1971	1972	1971	1972	1971	1972	1971	1972
Private	2.7%	28%	60.0%	6%	22.6%	6%	4.0%	15%	10.7%	45%
Semi-private	21.8%	18%	43.0%	2%	18.7%	7%	9.4%	15%	6.3%	58%
Hotel/Resort	15.4%	10%	61.5%	—**	7.7%	20%	7.7%	10%	7.7%	60%
Public	—**	34%	50.0%	11%	—**	22%	25.0%	11%	25.0%	22%
Over-all response	8.9%	25%	55.5%	5%	19.4%	8%	6.5%	15%	9.7%	47%

* Figures entered indicate percentage of respondents for each course type

** No response in these categories

continued

PERCENTAGE OF PRO RESPONDENTS WHO PARTICIPATE IN GOLF CAR REVENUE*



AVERAGE SIZES OF GOLF CAR FLEETS

Type of course	Average per facility*
Private	
1970	32
1971	33
1972	36
Estimate 1973	40
Semi-private	
1970	22
1971	24
1972	27
Estimate 1973	34
Hotel/Resort	
1970	40
1971	45
1972	36
Estimate 1973	47
Public	
1970	20
1971	20
1972	21
Estimate 1973	26

* 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

