

tennis

. . . continues to add new dimensions to club and pro shop profit pictures

Clubs and golf professionals cashed in on the tennis "boom" in 1973. Managers reported incomes from tennis facilities that projected to a national total of \$68.1 million—an astounding 168 per cent increase over 1972. Golf professionals who carry tennis merchandise rang up sales that totaled \$2 million—almost a 67 per cent increase over 1972.

These figures strain credibility, but not when placed in the perspective of other facts. In 1972, the tennis fever was building rapidly, but 1973 will be remembered as the year tennis burst into the realm of mass interest sports—unprecedented gates at matches, tennis pros emerging as international heroes, the fervor over the Riggs-King match, the great number of televised matches, the waiting lines at courts throughout the country. The list of tennis "firsts" seems endless.

At country clubs, tennis courts that had gone to weeds were suddenly being spruced up as quickly as possible, and at clubs without courts, managers were scrambling for tennis court contractors.

In 1972, according to GOLFDOM's Annual Marketing and Research Report, almost 63 per cent of the managers whose clubs had tennis facilities said they planned to improve or expand them, and in 1973 another 60.2 per cent said they have such plans. Of the managers in 1972 who reported having no tennis facilities, more than 52 per cent said they planned to install them in the near future. Almost 45 per cent in 1973 reported they planned installation soon.

The increase in pro shop sales of tennis merchandise is due, in part, to the influx of professionals moving into this area over the past year. Sixty-five per cent in fact said they carry tennis equipment or tennis apparel or both, as compared to 52 per cent in 1972. □

DOES YOUR CLUB COURSE HAVE TENNIS FACILITIES?

| Type of course | Yes | No |
|----------------------------|-------|-------|
| Private | | |
| 1972 | 52.9% | 47.1% |
| 1973 | 57.8% | 42.2% |
| Semi-private | | |
| 1972 | 13.2% | 86.8% |
| 1973 | 11.6% | 88.4% |
| Hotel/Resort | | |
| 1972 | 84.6% | 15.4% |
| 1973 | 84.6% | 15.4% |
| Public | | |
| 1972 | 9.5% | 90.5% |
| 1973 | 19.4% | 80.6% |
| % of total response | | |
| 1972 | 41.6% | 58.4% |
| 1973 | 45.2% | 54.8% |

DO YOU PLAN TO IMPROVE OR EXPAND YOUR TENNIS FACILITIES?

| Type of course | Yes | No |
|----------------------------|-------|-------|
| Private | | |
| 1972 | 59.5% | 40.5% |
| 1973 | 59.1% | 40.9% |
| Semi-private | | |
| 1972 | 66.7% | 33.3% |
| 1973 | 70.0% | 30.0% |
| Hotel/Resort | | |
| 1972 | 88.9% | 11.1% |
| 1973 | 100% | 0% |
| Public | | |
| 1972 | 100% | 0% |
| 1973 | 0% | 100% |
| % of total response | | |
| 1972 | 62.7% | 37.3% |
| 1973 | 60.2% | 39.8% |

continued

**IF YOU DO NOT HAVE TENNIS FACILITIES,
DO YOU PLAN TO INSTALL THEM IN THE
NEAR FUTURE?**

| Type of Course | Yes | No |
|----------------------------|-------|-------|
| Private | | |
| 1972 | 64.9% | 35.1% |
| 1973 | 52.4% | 47.6% |
| Semi-private | | |
| 1972 | 36.6% | 63.4% |
| 1973 | 33.9% | 66.1% |
| Hotel/Resort | | |
| 1972 | 50.0% | 50.0% |
| 1973 | 50.0% | 50.0% |
| Public | | |
| 1972 | 30.8% | 69.2% |
| 1973 | 42.9% | 57.1% |
| % of total response | | |
| 1972 | 52.1% | 47.9% |
| 1973 | 44.6% | 55.4% |

INCOME FROM TENNIS FACILITIES

Course type Average per facility National totals

Private

| | | |
|------|----------|----------------|
| 1971 | \$ 8,700 | \$19.0 million |
| 1972 | \$10,700 | \$23.4 million |
| 1973 | \$24,800 | \$60.0 million |

Semi-private

| | | |
|------|----------|----------------|
| 1971 | \$ 2,400 | \$ 1.1 million |
| 1972 | \$ 2,600 | \$ 1.2 million |
| 1973 | —* | —* |

Hotel/Resort**

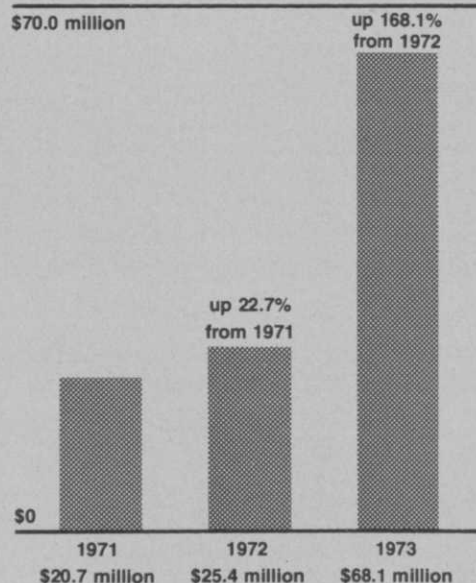
Public

| | | |
|------|----------|-----------|
| 1971 | \$ 4,000 | \$508,000 |
| 1972 | \$ 5,800 | \$730,300 |
| 1973 | \$ 3,600 | \$889,200 |

*Insufficient response in this category

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

**INCOME FROM TENNIS FACILITIES
NATIONAL GRAND TOTALS**



**WHICH DO YOU SELL
IN YOUR PRO SHOP?**

| Type of course | Tennis equipment | Tennis apparel | Both | Neither |
|----------------------------|------------------|----------------|-------|---------|
| Private | | | | |
| 1972 | 22.1% | 14.7% | 15.8% | 47.4% |
| 1973 | 27.4% | 21.9% | 15.6% | 35.1% |
| Semi-private | | | | |
| 1972 | 21.4% | —* | 28.6% | 50.0% |
| 1973 | 33.3% | 22.2% | —* | 44.5% |
| Hotel/Resort | | | | |
| 1972 | 30.8% | 7.7% | 7.7% | 53.8% |
| 1973 | 50.0% | 20.0% | —* | 30.0% |
| Public | | | | |
| 1972 | 28.6% | —* | 29.6% | 42.8% |
| 1973 | 50.0% | 25.0% | —* | 25.0% |
| % of total response | | | | |
| 1972 | 23.3% | 11.6% | 17.0% | 48.1% |
| 1973 | 29.8% | 21.9% | 13.2% | 35.1% |

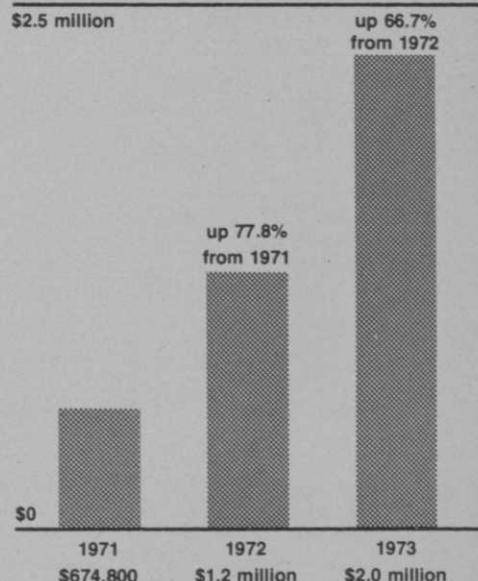
*No responses in this category

GROSS PRO INCOME FROM TENNIS MERCHANDISE

| Course type | Average per facility | National totals |
|---------------------|----------------------|-----------------|
| Private | | |
| 1971 | \$ 610 | \$604,500 |
| 1972 | \$ 920 | \$908,700 |
| 1973 | \$1,300 | \$1.7 million |
| Semi-private | | |
| 1971 | \$ 200 | \$ 51,000 |
| 1972 | \$ 440 | \$112,200 |
| 1973 | \$ 390 | \$118,000 |
| Hotel/Resort | | |
| 1971 | —* | —* |
| 1972 | \$ 680 | \$ 93,200 |
| 1973 | \$ 830 | \$226,100 |
| Public | | |
| 1971 | \$ 100 | \$ 19,300 |
| 1972 | \$ 500 | \$ 96,500 |
| 1973 | \$ 200 | \$ 26,600 |

*Insufficient response in this category

GROSS PRO INCOME FROM TENNIS MERCHANDISE NATIONAL GRAND TOTALS



Editor's Note: In some tables increases will be reflected by higher national totals for 1973, because a greater number of respondents reported having tennis facilities. This is true even when averages for 1973 are only slightly higher or lower than averages in 1971 and 1972.

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