



The Golfdom Report
2001

What's Going On?

Let's not sugarcoat it: The golf industry is enduring a difficult time. Rounds are down and worries are up. Superintendents and others who make the industry their livelihoods can't predict with any certainty what the future holds for them.

The golf industry is not alone. Many of America's industries — from automobiles to electronics — have been hit hard by the economic downturn. If you ask 10 people, you'll likely get 10 different answers of when they think the economy will turn around. Which brings us to the second annual *Golfdom* Report. Once again, *Golfdom* has taken the industry's temperature. Let's just say the industry has felt better, especially in light of the weak economy and the world's current events.

In this special report, we examine the industry from top to bottom and coast to coast. We explore the numerous factors that have combined to depress the golf industry across the country, including the terrible events of Sept. 11. We also examine the issue of affordable golf. Most everyone agrees the industry needs affordable golf now more than ever, but who's going to lead the charge?

Throughout the report, you'll see several charts comprised from our 2001 Market Study. Superintendents can see what they spent on various supplies and equipment, and what they budgeted for maintenance.

We'd love to hear your comments regarding the *Golfdom* Report. Please e-mail them to Larry Aylward at larylward@advanstar.com.