



The State of Your Industry: Inside the Golfdom Report

It's been a rough and tough few years for the golf market. Like many American industries, the golf market was crippled economically after 9/11. Resort courses suffered the most, but so did many private and public courses.

In past *Golfdom* Reports, we reported on these economic woes with anecdotes and statistics. But this year's *Golfdom* Report is different. We're not hearing a lot of hard-luck stories. In fact, the majority of industry people we interviewed and surveyed for the lead story in our report (see opposite page) are upbeat about the golf economy.

In addition to that story, this year's report also features Geoff Shackelford's year in review (page 34). The year started off great, what with Phil Mickelson winning the Masters, Shackelford reports, but ...

On pages 40-44, in a section titled "Up and Down," you can review statistics compiled from our year-end survey. This section also features the year's best quotables.

Rounding out the report on page 46 is a story about diminishing etiquette among players. In the story, we ask superintendents what they can do to help proper etiquette return to golf courses. — Larry Aylward, Editor