

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

Yes, We're Open

About 150 golf courses (18-hole equivalents) had opened from Jan. 1, 2003, through Oct. 15, 2003, according to the National Golf Foundation. Most are public. NGF forecasted 197 courses to open in 2003, down from 220 in 2002.

Here's breakdown:

Public	118	or 79 percent
Private	32	or 21 percent
New	110	or 73 percent
Additions	40	or 27 percent

PHOTO:ISC/EYEWIRE

By and Large

The biggest management companies in North America are:

1. American Golf
2. ClubCorp
3. Troon Golf Management
4. KemperSports Management
5. Meadowbrook Golf
6. Evergreen Alliance
7. Arnold Palmer Golf Management
8. Billy Casper Golf Management
9. Clublink
10. Marriott Golf

GOLF INC.

INGRAM PUBLISHING

Golf Rounds Played

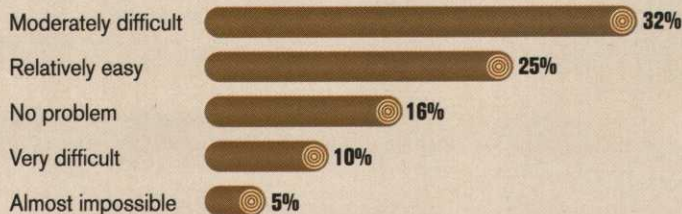
The percentages below represent the difference in number of rounds played in the month of October 2003 compared to the number of rounds played in October 2002.

REGION	OCTOBER	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-8.5%	-7%
Middle Atlantic NY, PA, NJ	-2%	-10%
East North Central MI, OH, IN, IL, WI	8.7%	-1.7%
West North Central ND, MN, SD, NE, KS, IA, MO	35.4%	1.9%
South Atlantic WV, DE, MD, VA, NC, SC, GA	3.4%	-4.3%
Florida	-.5%	1.9%
East South Central KY, TN, AL, MS	11%	.2%
West South Central OK, AR, LA	14.6%	-2.1%
Texas	14.7%	-2.5%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	6.8%	-1.8%
Pacific WA, OR, AK, HI	-6.5%	-1.7%
California	-4.3%	-3.2%
TOTAL UNITED STATES	5.6%	-3.1%

GOLF DATATECH

About That Tree ...

How easy or difficult has it been to convince golfers that you must remove trees for the sake of healthy turf?



GCSAA'S 2003 LEADERSHIP SURVEY

MIKE KLEMM

GOLFDOM'S BIG PICTURE IS BROUGHT TO YOU IN PARTNERSHIP WITH

TORO®