

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



The BIG Show is a GO

Next year, the GCSAA and the National Golf Course Owners Association will merge their trade shows. We asked superintendents their thoughts on the matter in an online poll.

It was a great idea.	55%
It was an OK idea.	24%
I hate the idea.	12%
It doesn't matter to me.	9%

Golfdom (BASED ON 143 RESPONSES)

IMAGE LIBRARY

Odds on Augusta

Tiger Woods is 2 to 1 to win the 2004 Masters, set for April 8-11 at Augusta National Golf Club, according to the Las Vegas Hilton SuperBook. Here are the top 10 favorites:

Tiger Woods	2 to 1
Ernie Els	10 to 1
Mike Weir	10 to 1
Vijay Singh	12 to 1
David Toms	12 to 1
Jim Furyk	15 to 1
Phil Mickelson	15 to 1
Davis Love III	18 to 1
Sergio Garcia	18 to 1



LIQUID LIBRARY

Golf Rounds Played

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

REGION	NOVEMBER	Y.T.D.
New England ME, VT, NH, MA, RI, CT	26.4%	-6.8%
Middle Atlantic NY, PA, NJ	18.6%	-9.4%
East North Central MI, OH, IN, IL, WI	34.4%	-1.2%
West North Central ND, MN, SD, NE, KS, IA, MO	-8.7%	1.7%
South Atlantic WV, DE, MD, VA, NC, SC, GA	11%	-3.2%
Florida	4.3%	2.1%
East South Central KY, TN, AL, MS	13.9%	.9%
West South Central OK, AR, LA	2.7%	-1.8%
Texas	0%	-2.4%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-12.3%	-2.4%
Pacific WA, OR, AK, HI	-5.6%	-2%
California	-2.9%	-3.2%
TOTAL UNITED STATES	5.6%	-2.7%

GOLF DATATECH

Do They Get It?

What percentage of avid golfers at your facility understand that golf courses used for major tournaments are slowly brought to "tournament conditions" and that those conditions are not sustainable for more than a few days?



GCSAA

MIKE KLEMM

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

