

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

Wild Birds Can't Hide ...

... from the sharp eyes of birders. According to Audubon International, 317 bird total species were identified on 68 golf courses nationwide during its 2004 North American Birdwatching Open held this spring. The Open was held over 24 hours on golf courses that participate in the Audubon Cooperative Sanctuary and Audubon Signature Programs. Eagles Landing Golf Course in Berlin, Md., had the highest number of bird species sighted with 95. Overall, the top species sighted were:

- Warblers – 32
- Hawks – 13
- Woodpeckers – 10

Golfdorn



TIDBIT OF THE MONTH

'Big' Plans in Texas

Though it now looks like San Antonio's PGA Village project is a long shot, Texas is still the place for large-scale golf resorts. New golf destinations are either in planning or under construction in Austin, Fredericksburg, Grand Prairie, Horseshoe Bay, Kerrville and San Marcos.

For more details, visit the South-Central region of www.golfconstructionnews.com.



COURTESY OF:



Golf Rounds Played

The percentages below represent the difference in number of rounds played in May 2004 compared to the number of rounds played in May 2003.

REGION	MAY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	2.3%	6.4%
Middle Atlantic NY, PA, NJ	9.9%	7.8%
East North Central MI, OH, IN, IL, WI	-4.6%	-2.5%
West North Central ND, MN, SD, NE, KS, IA, MO	-2.9%	.8%
South Atlantic WV, DE, MD, VA, NC, SC, GA	5.9%	6.6%
Florida	-8%	3.8%
East South Central KY, TN, AL, MS	7%	4.3%
West South Central OK, AR, LA	-5.5%	-1.8%
Texas	-7%	-.6%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	2.9%	3.1%
Pacific WA, OR, AK, HI	-.1%	1.8%
California	.5%	.3%
TOTAL UNITED STATES	1.1%	3%

GOLF DATATECH

Join the Club

Country clubs bring in big bucks – as in billions. Check out these numbers from the Club Managers Association of America:

- Gross revenues equaled **\$10.16 billion** for all clubs in 2003.
- Food and beverage revenues equaled **\$3.26 billion**.
- The average club income was **\$3.98 million**.



ILLUSTRATIONS BY DAN BEEDY

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