

# Contents

**Preface**

**Copyright**

**Source of Data**

**Definitions**

**Chapter I Overview**

**Chapter II Golf Facilities in China**

I. The Number of Golf Facilities

II. Distribution of Golf Facilities

III. Size of Golf Courses

IV. Golf Course Amenities

V. Golf Course Design Market

VI. Golf Course Construction Market

Appendix: Driving Ranges

i Distribution of Driving Ranges

ii Scale of Driving Ranges

iii Operation of Driving Ranges

Summary

**Chapter III Golf Facility Management in China**

I. Business Mode and Management Method

i Business Mode

1 Membership and Non-membership Courses

2 Resort Courses

ii Management Methods

II. Sources of Revenue

i Membership Revenue

ii Golf Revenue

1 Rounds

2 Golf-Related Expenditures

3 Sources of Customers

iii Commercial Events

III. Turf Maintenance

i Current Situation: Golf Course Maintenance

ii Maintenance Expenses

IV. Human Resources: Current Situation

i Supply and Demand of Human Resources

ii Caddies

Summary

## **Chapter IV Core Golfers in China**

### I Population and Basic Profile of Core Golfers in China

#### i Population

#### ii Basic Profile

##### 1 Gender

##### 2 Age

##### 3 Golf Experience

##### 4 Occupation

##### 5 Score

### II Consumption Behavior of Core Golfers in China

#### i Annual Expenditures

#### ii Membership Expenditures

#### iii Golf-Related Expenditures

#### iv Golf Driving Range Expenditures

#### v Golf Equipment Expenditures

#### vi Golf Real Estate Expenditures

#### Summary

## **Chapter V Golf Industry Related Policies and Regulations in China\***

\*Notes: The details of Policies and Regulations are not included in this report. Only the title, published date and source were listed at Chapter V.