

What's Selling

PUBLIC FACILITIES

This monthly installment is intended to educate PGA Professionals about the hottest selling golf shop items across the country. We polled the 2000–09 PGA Section Merchandisers of the Year in the public, private, and resort categories, plus Association of Golf Merchandisers (AGM) members. A summary of the public facilities' responses appears below. Please remember that this poll is based on a limited number of responses and is an informal measure of actual performance.

Editor's note: For the apparel, outerwear and headwear categories, the chart below reflects a breakout of facilities with green fees above and below \$50.



FootJoy shoes

Cutter & Buck apparel

Callaway drivers

Here's what PGA Professionals are saying:

- "Cutter & Buck apparel is selling wonderfully."
- "Footwear from FootJoy is easily the fastest-selling shoe I've ever carried."
- "Callaway driver sales are destroying the competition."
- "Titleist Vokey wedges are the only ones that customers ask for by name."
- "Jamie Sadock's fresh approach to styling has made it one of my top women's lines."

Public Top Sellers

Women's Apparel (<\$50 green fee)Sport Haley, adidas, EP Pro, Jamie Sadock
Women's Apparel (>\$50 green fee)adidas, Nike, Cutter & Buck
Men's Apparel (<\$50 green fee)	.Ashworth, Greg Norman Collection, Nike, adidas
Men's Apparel (>\$50 green fee)Nike, adidas, Greg Norman Collection, Cutter & Buck
Outerwear (<\$50 green fee)FootJoy, Cutter & Buck
Outerwear (>\$50 green fee)FootJoy, Nike, Sunice
FootwearFootJoy, adidas, Nike, Ecco
Headwear (<\$50 green fee)Ahead, Imperial Headwear, Titleist, American Dry Goods
Headwear (>\$50 green fee)Imperial Headwear, Ahead, Pukka Headwear, Titleist,
AccessoriesCMC Golf, Golf Design, Oakley, Tervis Tumbler
Golf BallsTitleist Pro V1, Titleist Pro V1x, Callaway, Nike
DriversTitleist, TaylorMade, Ping, Callaway, Nike
Fairway WoodsCallaway, Cobra, Nike, Ping, TaylorMade, Titleist
HybridsCobra, Callaway, Adams, Ping, TaylorMade
IronsTitleist, Ping, Callaway, Mizuno, Nike
WedgesTitleist Vokey, Cleveland
PuttersScotty Cameron, Odyssey, Ping, TaylorMade, Yes! Golf

Companies to look for: Quagmire Golf, QI Cashmere

Pukka
HEADWEAR

Collections



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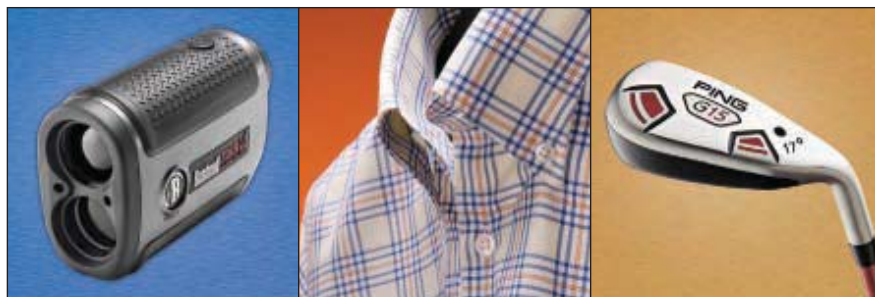
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PRIVATE FACILITIES

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Bushnell accessories

Peter Millar apparel

Ping hybrids

Here's what PGA Professionals are saying:

- "Men's apparel from Peter Millar has been our best selling product all month long."
- "The perfect gift for any avid golfer in my shop has to be Bushnell's line of accessories."
- "Sales of hybrids from Ping are leading the pack."
- "Pukka Headwear consistently sells through at full mark-up."
- "My members could not get their fill of accessories from Smathers & Branson last month."
- "Cobra's new line of irons have been receiving a lot of attention since their arrival in the golf shop."
- "Tail apparel sales increase each month."

Private Top Sellers

Women's Apparel	Tail, EP Pro, Nike, adidas, Sport Haley
Men's Apparel	Fairway & Greene, Peter Millar, adidas, Nike
Outerwear	FootJoy, Zero Restriction, Sun Mountain, Under Armour
Footwear	FootJoy, adidas, Nike, Ecco
Headwear	Imperial Headwear, Pukka Headwear, Ahead, American Needle, American Dry Goods
Accessories	Tervis Tumbler, Bushnell, Callaway, Brighton, Smathers & Branson
Golf Balls	Titleist Pro V1, Titleist Pro V1x, Callaway, TaylorMade, Bridgestone
Drivers	TaylorMade, Titleist, Ping, Callaway, Cobra
Fairway Woods	TaylorMade, Callaway, Ping, Titleist, Cobra
Hybrids	Cobra, Titleist, Ping, TaylorMade, Callaway
Irons	Titleist, Callaway, TaylorMade, Ping, Cobra
Wedges	Titleist Vokey, Cleveland, Callaway, Ping
Putters	Scotty Cameron, Odyssey, Ping, TaylorMade

Companies to look for: Colorado Trading & Clothing Company, Chervo

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What's Selling

RESORT FACILITIES

This monthly installment is intended to educate PGA Professionals about the hottest selling golf shop items across the country. We polled the 2000-09 PGA Section Merchandisers of the Year in the public, private, and resort categories, plus AGM members. A summary of the resort facilities' responses appears below. Please remember that this poll is based on a limited number of responses and is an informal measure of actual performance.



Tervis Tumbler accessories Polo apparel TaylorMade irons

Here's what PGA Professionals are saying:

- "Polo apparel for men and women just seems to grow in popularity as well as sales."
- "My guests tell me Tervis Tumbler accessories make great gifts even after the holidays have come and gone."
- "TaylorMade irons outsell all other brands combined in my shop this time of year."
- "EP Pro's apparel for women offers great pieces at excellent margins and sell through."
- "Odyssey putters continue to be a strong seller with the majority of our customers."
- "Callaway wedge sales have grown significantly over the last year."
- "Most of my male guests prefer the traditional look and feel of Ashworth."

Resort Top Sellers

Women's Apparel	EP Pro, Nike, adidas, Polo, Ashworth
Men's Apparel	Nike, adidas, Greg Norman Collection, Under Armour, Polo
Outerwear	FootJoy, Zero Restriction, Sunice, Gear For Sports, Sun Mountain
Footwear	FootJoy, adidas, Nike, Walter Genuin
Headwear	Ahead, Imperial Headwear, Pukka Headwear, Legendary Headwear
Accessories	CMC Golf, Ahead, Brighton, Tervis Tumbler, Golf Design
Golf Balls	Titleist Pro V1, Titleist Pro V1x, Callaway, Nike
Drivers	TaylorMade, Titleist, Callaway, Cobra, Ping
Fairway Woods	Callaway, TaylorMade, Titleist, Cobra
Hybrids	Callaway, TaylorMade, Cobra, Titleist
Irons	Callaway, TaylorMade, Titleist, Cobra, Mizuno
Wedges	Titleist Vokey, Cleveland, Callaway
Putters	Odyssey, Scotty Cameron, Ping, Rife, TaylorMade

Companies to look for: Scott Barber, Metamora Stone Works