

China Golf Industry Report, 2009-2010

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Abstracts

China recently has more than 500 golf courses and about 3 million golfers. China strives for high standard in the construction of golf courses, but lacks experience when it comes to the management, which leads to high operating costs and low profitability of golf industry. In recent years, China has launched a series of policies regarding land, golf equipment import & export and business tax in order to protect land resources and natural environment, which has restricted the development of golf industry and slowed down the growth in the number of golf courses. Nevertheless, as the golf culture becomes more and more popular and the national income gets increased, the golf population is increasing and the golf industry is expected to maintain robust development in China.

In terms of the regional distribution of golf courses, golf in China originated from Shanghai and grew into mature in Guangzhou and Shenzhen. The number of golf courses scales up the local economic development, and most golf courses are centered on three large economic circles, namely Pearl River Delta, Yangtze River Delta and Beijing-Tianjin-Tangshan. Moreover, with the development of golf industrialization, Yunnan and Hainan are also moving on a fast track of developing golf industry by virtue of their unique environmental strength.

The golf industry of China features fierce competition. Clubs have extended their competition to golf-related industries, represented by Mission Hills Golf Club, which has successfully developed golf real estate business. Another case in point is Sanya, which has strived to develop golf tourism with its geographical, climate and environmental superiorities.

In terms of development stages, the golf courses in the early stage mainly served foreign investors as a kind of high-level consumption. With the economy developing and people's living standard improving, golf is increasingly oriented to the general public

and industrial integration in China.

The report starts from the policy, economic and social environment for the development of China's golf industry, and then elaborates the status quo, market scale, regional market development characteristics as well as the competition tendency of the industry. The last part introduces eight leading Chinese golf clubs and golf-related industries at large.

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