



GUIDANCE FROM WEATHER TRENDS INTERNATIONAL

# PRESS RELEASE

**FOR IMMEDIATE RELEASE**

Issued: 26 FEBRUARY 2009

## SPECIAL REPORT:

### Weather Played a Role in 2008 as Golf Rounds Trend Downward

Nationally the wettest weather in 10 years, coldest in 11, and snowiest in 12, adds to the economic pressure on the golf industry.

**Bethlehem, PA, February 26, 2009:** Weather Trends International ([www.wxtrends.com](http://www.wxtrends.com)) in conjunction with Golf Datatech, LLC ([www.golfdatatech.com](http://www.golfdatatech.com)) recently released a special report looking at the influence of weather on the 2008 golf industry, and how weather affected consumer spending habits, particularly rounds played.



*CLICK TO READ*

This complimentary 10 page report also details the forecast for March 2009 as it compared to the horrific weather in March of 2008. Also regional forecast examples showing Orlando, FL demonstrate the detail available in forecasting temperature and precipitation for virtually every golf course and resort in 129 countries worldwide from one week to 48 weeks in the future ... with 80+ percent accuracy.

The golf industry generally cites "weather as the major factor causing rounds played to be above or below expected levels." As the economy and consumer confidence slumped into a 70 year - record low, the out-of-sync weather patterns created a "perfect storm" to drive the golf industry downward along with traditional retailers and manufacturers of seasonal products and services. Golf Datatech recently reported that U.S. overall rounds played fell -1.8% for 2008 (as compared to 2007) with all major geographic areas trending downward, except for the Pacific region, showing just a slight uptick (+0.4%). As an example the South

## Media Contacts

Billy Martin

[billy@wxtrends.com](mailto:billy@wxtrends.com)

Vice President of Marketing

(O) 609-678-0633 (C) 609-922-8300

Bill Kirk

[bkirk@wxtrends.com](mailto:bkirk@wxtrends.com)

CEO & Co-Founder

(O) 610-807-3585 (C) 484-903-6887

## Download

**Myskeye Global  
Weather  
Planning  
Tool**

**Download Brochure**  
Client PDF version

## Resources



**Myskeye Weather Tool**

Online tool for year-ahead forecasts

Atlantic region which includes Florida, reported a -3.5% decrease in tune with one of the wettest and coldest years in over a decade.

Weather Trends International (WTI) compared 2008 climate patterns in 280 U.S. markets (in all 50 states) to visualize the year-over-year changes in temperature, precipitation, and snowfall as it relates to golf rounds played.

Additionally, individual course owners and managers can access specific weather data, including upcoming seasonal forecasts through WTI's online planning tool called MYSkeye ([www.myskeye.com](http://www.myskeye.com)) by contacting Billy Martin via email ([billy@wxtrends.com](mailto:billy@wxtrends.com)) or calling (609) 678-0633.

*About Weather Trends International:*

*The global leader of actionable year-ahead business weather guidance for retailers, manufacturers, pharmaceutical companies, agricultural firms, financial analysts and the golf industry. Clients include some of the world's most respected and successful companies like Wal-Mart, ASDA, Target, Kohl's, Sherwin Williams, Anheuser-Busch, Johnson & Johnson, 3M, Pizza Hut, JP Morgan, Fidelity, and hundreds of other weather sensitive companies. Its business centric weather solutions and understanding of how consumers respond to the weather is used throughout organizations to help "manage the weather risk". Utilizing technology first developed in the early 1990s, Weather Trends International's proprietary statistical based forecasting methodology projects temperature, precipitation and snowfall trends by day and week a year-ahead for 4,000 cities in 129 countries with an industry leading 80%+ accuracy. Offices located in New York, NY, Bethlehem, PA and Bentonville, AR.*

###



Copyright 2008 Weather Trends International  
1495 Valley Center Parkway | Suite 300 | Bethlehem, PA 18017

*This report is intended and licensed for CONFIDENTIAL USE ONLY of the recipient.  
Any unauthorized distribution is strictly prohibited and subject to copyright violation.*