

Mahogany Run in St. Thomas Earns Top Golf Shop Honor



Ginn Resorts' Mahogany Run golf shop has earned a distinction that few golf courses have ever received. Mahogany Run was selected in January as one of GolfWorld Magazine's 2008 100 Best Golf Shops in the world. The golf shop was selected from tens of thousands of both public and private courses as well as off-course golf shops from around the world.

The award recognizes innovation, revenue generation, display creativity and service levels of the top golf shops. The list is a who's who of golf and features some of the most recognized names in the world including Medinah, Bay Hill, Bighorn, Castle Pines, Winged Foot, Torrey Pines and The Ocean Course at Kiawah Island.



Successful promotional ideas at Mahogany Run helped push the course to nearly \$600,000 in total merchandise revenue in 2007. According to Kristine Macken, Mahogany Run's general manager, the golf shop



succeeds largely because of its people. "We have a terrific team of people working in our golf shop. We are known throughout the Caribbean for having the friendliest staff, and they do a fantastic job of merchandising and selling as well," Macken said. "We are extremely proud to have been recognized as one of the best golf shops in the world."