



## January 2006 Rounds Played and Key Performance Indicator Report

February 24, 2006

### **Executive Summary**

The PGA of America completed its ninth month of operations for PGA PerformanceTrak with collection of January “Rounds Played” data from PGA Professionals for their facilities. For January, a total of **1383** facilities provided “rounds played” and “days closed” information by the cutoff date for monthly reporting. This number reflects a substantial increase from the previous month of December and is also the largest amount of facilities participating in PerformanceTrak rounds played collection thus far. There are several reasons for the increase; an additional 150 unique facilities participating this month, the additional proxies and their involvement in PGA PerformanceTrak, and the ability to enter zero rounds played into the data points yet still report revenue figures. PGA PerformanceTrak continues to gain momentum of national and sections communications and outbound calls and customer support from PGA Membership Information Service Center.

### **Unique PGA Facility Participation**

**2,996** unique PGA facilities have participated in PGA PerformanceTrak since inception. This compares to 8,848 facilities with 9 holes or more at regulation, executive and par 3 courses employing a PGA Professional.

### **2006 vs. 2005 Rounds Played**

January median rounds played at facilities with exactly 18 holes were up 56.3% for January 2006 compared to January 2005. For January 2006, there were 900 median rounds played, an increase of 324 rounds for 2006 compared to 2005. For facilities with more than 18 holes, January 2006 median rounds played were up 23.6% compared to 2005. There were nine weekend days for January 2006 versus ten weekend days for January 2005 which could be a contributor to the increase. *Note that in winter months with overall lower rounds played volume, a relatively moderate change in days open / closed or rounds activity can result in a large % change in the year-to-year comparisons.*

### **Broad PGA Section Participation**

**37** PGA Sections and 35 states had sufficient January data for local reporting. Additionally, a total of 25 Sections had more than 15% of their facilities participate on behalf of their Section. Congratulations to the following Section participation leaders:

- Participation Leader less than 100 facilities: Aloha 22.8%, Sun Country, 22.7%
- Participation Leader 100 to 200 facilities: Kentucky & Midwest, 24.6%
- Participation Leader 200 to 300 facilities: Colorado 22.0%
- Participation Leader over 300 facilities: North Florida 23.3%

### **January 2006 Rounds Played**

A summary of median rounds played for January 2006 by reporting group and number of holes at PGA member golf facilities is presented below as of the monthly reporting cutoff. Further details for each “RoundsTrak1” monthly report by Section, State and number of holes are available online on [PGALinks.com](http://PGALinks.com). Anyone with an ID and password for PGALinks.com can access and run PerformanceTrak’s online reports.

## Rounds Played Medians by Reporting Group and Facility Size

January-06

Facility Types / Reporting Group	By Golf Facility Size			
	Less Than 18 Holes	18 Holes	Greater Than 18 Holes	All Facilities
All Facility Types Combined	186	900	1,229	884
Private	175	645	1,144	658
Daily Fee / Semi-Private	146	1,011	824	908
Municipal / University / Military	238	1,187	1,308	1,086
Resort	*	930	2,196	1,090

Source: PGA PerformanceTrak; input received by monthly cutoff

Note: All medians reported are 18-hole equivalents.

\* if insufficient data

### Golf Fee Revenue Key Performance Indicator (KPI)

PGA PerformanceTrak introduced a new *monthly* report metric in August – “Golf Fee Revenue per Round.” A total of **947** facilities participated in January by the reporting cutoff compared to **720** facilities in December. For all facilities, the January 2006 KPI for Golf Fee Revenue per Actual Round Played was **\$20.89**. The PGA PerformanceTrak KPI 4 report (Month-by-Month Rate Trend) reflects the rate decreased \$3.74 per round compared to December 2005. PGA Professionals have the ability to access [interactive reports](#) at any time through PGALinks.com to view this statistic based on region of the country and facility type where there are sufficient participation rates. Note: New KPI responses are received daily and when the KPI reports are viewed online, they will include the latest responses — which will result in slight variations in the online reports. The golf fee revenue KPI is defined for PGA PerformanceTrak as follows:

**Golf Fee Revenue** - Includes green fees, guest fees, trail fees, cart fees and any pro-rata portion of golf pass/pre-paid greens fees for the period. The KPI will be reported as golf fee revenue per round played.

### Key Performance Indicator: Golf Fee Revenue

January-06

Golf Fee Revenue Per Round	By Golf Facility Size			
	Less Than 18 Holes	18 Holes	Greater Than 18 Holes	All Facilities
All Facility Types Combined	\$ 10.12	\$ 21.19	\$ 25.52	\$ 20.89
Private	*	\$ 12.87	\$ 18.93	\$ 13.00
Daily Fee / Semi-Private	\$ 9.45	\$ 26.02	\$ 34.87	\$ 26.10
Municipal / University / Military	\$ 11.39	\$ 22.58	\$ 21.56	\$ 20.24
Resort	*	\$ 47.69	\$ 80.73	\$ 51.81

Source: PGA PerformanceTrak

\* if insufficient data

### Merchandise Revenue KPI

There were 954 participating facilities for this KPI for January by the reporting date. For all facilities and all facility types, Merchandise Revenue per Round Played was about 19.2% of Golf Fee Revenue per Round Played. The merchandise revenue KPI is defined in PGA PerformanceTrak as follows:

**Merchandising Revenue** - Includes revenue from golf equipment, apparel, accessories, gift certificates and similar merchandising revenue for the period. Provide revenue net of any discounts or returns.

## Key Performance Indicator: Merchandise Revenue

January-06

<b>Merchandise Revenue Per Round</b>	<b>By Golf Facility Size</b>			
	Less Than 18 Holes	18 Holes	Greater Than 18 Holes	All Facilities
<b>Facility Types / Reporting Group</b>				
All Facility Types Combined	\$ 1.30	\$ 4.17	\$ 4.04	\$ 4.02
Private	*	\$ 6.74	\$ 8.22	\$ 6.90
Daily Fee / Semi-Private	\$ 1.93	\$ 3.47	\$ 3.95	\$ 3.39
Municipal / University / Military	\$ 0.99	\$ 2.78	\$ 2.87	\$ 2.59
Resort	*	\$ 9.42	\$ 10.97	\$ 9.50

Source: PGA PerformanceTrak

\* if insufficient data

Starting in January 2006, PGA PerformanceTrak provided new capability for data collection and reporting for two new KPIs. These include **Food and Beverage Revenue per Round** and **Total Revenue per Round**. All four PGA PerformanceTrak KPIs can be found on the new KPI re-cap report online at <http://www.pgalink.com/professionals/apps/memberinfo/roundsTrak/>

### Key Findings

**Median rounds played – January 2006.** The median number of rounds played in January 2006 for facilities with 18 holes was 900 compared to 574 in January 2005.

**Reporting Group Participation. 15.8%** of all PGA facilities with 9 or more holes and with a defined facility type reporting group participated in January rounds played.

**Days Closed.** On a national basis for golf facilities with 18 holes, median days closed decreased 2 full days from January 2005 to January 2006. Further analysis and results of rounds played and days closed by PGA Section and facility type are found in the PGALinks.com [online reports](#) for PGA PerformanceTrak.

**Facility Utilization Rate.** The median “utilization rate,” defined as rounds played as a percent of rounds available, increased this month to 35% up from 33% in December. This rate was consistently at 46% for the months of May, June and July, decreased to 45% in August, and continued a seasonal decline into October and November at 40%.

### Communication, Data Input, Reporting and Industry Support Features:

**Invitation to Participate.** PGA Professionals who are the highest-ranking member at their facility (and proxies) are invited monthly via email to participate in PGA PerformanceTrak. Please click on the home page to begin: <http://www.pgalink.com/professionals/content/index.cfm?ctc=1554>

**Proxy Feature.** The PGA PerformanceTrak "Proxy" feature allows the highest-ranking PGA Professional at any facility to define other PGA or non-Member users for PGA PerformanceTrak for their facility. New authorized users will receive all email messages, can enter rounds and KPI data and have access to PGA PerformanceTrak reports. PGA members can [click here](#) to enable a new user for PGA PerformanceTrak.

**Reporting Enhancements.** The new “My Facility Comparative Report” was released during December for November rounds played and KPI reports. PGA Professionals who are highest-ranking for their facility may view this facility-specific report that is confidential to each facility. This new report provides round played and KPI benchmarks, on a confidential basis, for each PGA facility compared to the following competitive sets: State, PGA Section, Facility type and National.

**24/7 Report Access.** All PGA Professionals may access PerformanceTrak reports at any time on [www.PGALinks.com](http://www.PGALinks.com) by clicking on the following link and entering your user ID and password:  
<http://www.pgalinks.com/professionals/apps/memberinfo/roundsTrak/>

**Supporting Industry Rounds Played Reporting.** PGA PerformanceTrak supports PGA Education and industry rounds played reporting by increasing the number of monthly responses. PGA PerformanceTrak rounds played data is forwarded to NGF for Golf 20/20 reporting. PerformanceTrak data has significantly expanded Golf 20/20 reporting and is a substantial contributor to Golf 20/20 data. For questions or comments, email [PerformanceTrak@pgahq.com](mailto:PerformanceTrak@pgahq.com) or contact PGA PerformanceTrak representatives at 1-800-477-6465 ext. 8574. For more information, go to <http://www.PGAPerformanceTrak.com>



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