



## February 2006 Rounds Played and Key Performance Indicator Report

March 24, 2006

### **Executive Summary**

The PGA of America completed its tenth month of operations for PGA PerformanceTrak with collection of February “Rounds Played” data from PGA Professionals for their facilities. For February, a total of **1,299** facilities provided “rounds played” and “days closed” information by the preliminary monthly reporting date. This number reflects a slight decrease from the previous month of January in which 1,381 total facilities provided “rounds played” information. Since the preliminary reporting date, more than 100 additional facilities have responded, pushing the total past 1,400 for February responses.

### **Unique PGA Facility Participation**

**3,089** unique PGA facilities have participated in PGA PerformanceTrak since inception. This compares to **8,858** facilities with 9 holes or more at regulation, executive and par 3 courses employing a PGA Professional.

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

February median rounds played at facilities with exactly 18 holes were down 5.9% for February 2006 compared to February 2005. For February 2006, there were 753 median rounds played, a difference of 47 rounds from 2005 compared to 2006. For facilities with more than 18 holes, February 2006 median rounds played were down 4.9% compared to 2005. Note: There were eight weekend days for February 2006 and eight weekend days for February 2005

### **Broad PGA Section Participation**

**37** PGA Sections and **36** states had sufficient February data for local reporting as of the date of this report. Additionally, 19 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           | 24.6% |
| • Participation Leader 100 to 200 facilities:    | Kentucky        | 23.5% |
| • Participation Leader 200 to 300 facilities:    | Georgia         | 21.6% |
| • Participation Leader over 300 facilities:      | Middle Atlantic | 24.9% |

### **February 2006 Rounds Played**

A summary of median rounds played for February 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

February-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	108	753	1,004	720
Private	*	505	763	516
Daily Fee / Semi-Private	100	882	713	789
Municipal / University / Military	254	963	1,236	878
Resort	*	1,260	2,739	1,408

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 the monthly KPI “Golf Fee Revenue per Round” In August, 2005. A total of **820** facilities participated in February by the preliminary reporting date (March 22 for February data), compared to **947** facilities in January. For all facilities, the February 2006 KPI for Golf Fee Revenue per Actual Round Played was **\$22.67**. The PGA PerformanceTrak KPI 4 report (Month-by-Month Rate Trend) reflects the rate increased \$2.02 per round compared to January 2006. 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

February-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	\$ 10.90	\$ 22.84	\$ 25.17	\$ 22.67
Private	*	\$ 15.83	\$ 16.00	\$ 15.59
Daily Fee / Semi-Private	\$ 9.30	\$ 27.10	\$ 31.15	\$ 26.38
Municipal / University / Military	\$ 12.37	\$ 21.63	\$ 22.38	\$ 20.38
Resort	*	\$ 56.58	\$ 79.53	\$ 61.61

Source: PGA PerformanceTrak

\* if insufficient data

### Merchandise Revenue KPI

There were 819 participating facilities for this KPI for February by the preliminary reporting date. For all facilities and all facility types, Merchandise Revenue per Round Played was about 22.8% 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

February-06

Merchandise Revenue Per Round	By Golf Facility Size			
	Less Than 18 Holes	18 Holes	Greater Than 18 Holes	All Facilities
All Facility Types Combined	\$ 1.68	\$ 5.28	\$ 5.52	\$ 5.16
Private	*	\$ 8.33	\$ 7.58	\$ 8.04
Daily Fee / Semi-Private	\$ 0.99	\$ 4.41	\$ 5.40	\$ 4.29
Municipal / University / Military	\$ 1.68	\$ 3.28	\$ 3.14	\$ 3.09
Resort	*	\$ 11.30	\$ 10.73	\$ 11.10

Source: PGA PerformanceTrak

\* if insufficient data

### Key Findings

**Median rounds played – February 2006.** The median number of rounds played in February 2006 for facilities with 18 holes was 753 compared to 800 in February 2005.

**Reporting Group Participation.** 14.8% of all PGA facilities with 9 or more holes and with a defined facility type reporting group participated in February rounds played.

**PGA Section Reports.** As of the reporting date, 37 PGA Sections had sufficient data to report rounds played within a section and in many cases, in one or more of the four facility types. Increasing participation will continue to help fill out additional detail in Section-level reporting. Sections with significant rounds played increases or decreases in February 2006 compared to February 2005 are below. A difference in the number of days closed due to climate conditions is the primary reason for large percentage increases during winter months.

Indiana	Up 230.2%	Pacific Northwest	Down 37.5%
Utah	Down 58.8%	Kentucky	Down 35.4%

**Days Closed.** On a national basis for golf facilities with 18 holes, median days closed remained the same (4 days) from February 2005 to February 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, held at 35% for the month. This rate was 46% for the months of May, June and July, decreased to 45% in August, continued a seasonal decline for October and November at 40%. In December 2005, the facility utilization rate fell to 33%, and then increased to 35% in January 2006.

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

**Invitation to Participate.** PGA Professionals who are the highest-ranking member at their facility and additional authorized users (“proxies”) are invited monthly via email to participate in PGA PerformanceTrak. Please click on the home page to begin:

<http://www.pgalinks.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.



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