



**October 2005 Rounds Played and Key Performance Indicator Report**  
November 28, 2005

**Executive Summary**

The PGA of America completed its sixth month of operations for PGA PerformanceTrak with collection of October "Rounds Played" data from PGA Professionals for their facilities. For October, a total of **1,191** facilities provided "rounds played" and "days closed" information by the November 22<sup>nd</sup> cutoff date for monthly reporting. Beyond that cutoff, the cumulative responses from facilities for October "Rounds Played" were **1,233** as of November 28<sup>th</sup>. Once again, this surpasses last month's participation rate.

**Unique PGA Facility Participation**

There have been **2,639** unique PGA facilities that have participated in PGA PerformanceTrak. This compares to 8,882 PGA facilities with 9 holes or more at regulation, executive or par 3 courses.

**2005 vs. 2004 Rounds Played**

October median rounds played at facilities with exactly 18 holes were up 2.4% for October 2005 compared to October 2004. For October 2005, there were 2,092 median rounds played, a difference of 48 rounds from 2005 compared to 2004. For facilities with more than 18 holes of golf, October 2005 reported rounds played were down 6.8% compared to 2004. Note: weekend days for October 2005 and October 2004 were the same at 10 days.

**Broad PGA Section Participation**

**38** PGA Sections had sufficient October data for local reporting by the report cutoff. Additionally, a total of 19 Sections had more than 15% of their facilities participate on behalf of their Section. Congratulations to the following Section participation leaders:

- Overall Percent Participation: Midwest 21.4%
- Participation Leader less than 100 facilities: Nebraska 18.4%
- Participation Leader 100 to 200 facilities: Midwest 21.4%
- Participation Leader 200 to 300 facilities: Wisconsin 17.4%
- Participation Leader over 300 facilities: North Florida 17.2%

**October 2005 Rounds Played**

A summary of median rounds played for October 2005 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" report 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**

**October 2005**

Facility Types / Reporting Group	By Golf Facility Size			
	Less Than 18 Holes	18 Holes	Greater Than 18 Holes	All Facilities
All Facility Types Combined	646	2,092	1,877	2,000
Private	423	1,569	1,596	1,561
Daily Fee / Semi-Private	645	2,200	1,786	2,092
Municipal / University / Military	1,144	2,760	2,549	2,637
Resort	*	2,160	1,907	1,965

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 **726** facilities participated in October by the reporting cutoff compared to **656** facilities in September. For all facilities, the October 2005 KPI for Golf Fee Revenue per Actual Round Played was **\$22.89**. The PGA PerformanceTrak KPI 4 report (Month-by-Month Rate Trend) reflects the rate is stable compared to September. 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 is sufficient sampling. 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

October 2005

Golf Fee Revenue Per Round	By Golf Facility Size			
	Less Than 18	18	Greater Than 18	All
	Holes	Holes	Holes	Facilities
<b>Facility Types / Reporting Group</b>				
All Facility Types Combined	\$ 14.11	\$ 23.35	\$ 24.99	\$ 22.89
Private	*	\$ 19.36	\$ 22.55	\$ 19.68
Daily Fee / Semi-Private	\$ 18.20	\$ 27.08	\$ 34.64	\$ 26.68
Municipal / University / Military	\$ 13.29	\$ 21.44	\$ 20.94	\$ 20.00
Resort	*	\$ 56.41	\$ 38.03	\$ 55.85

Source: PGA PerformanceTrak

\* if insufficient data

## Merchandise Revenue KPI

PGA PerformanceTrak began collecting and reporting *Merchandising Revenue* starting in October for September 2005 data. There were also 726 participating facilities for this KPI for October by the reporting date. For all facilities and all facility types, Merchandise Revenue per Round Played is about 25% 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

October 2005

Merchandise Revenue Per Round	By Golf Facility Size			
	Less Than 18	18	Greater Than 18	All
	Holes	Holes	Holes	Facilities
<b>Facility Types / Reporting Group</b>				
All Facility Types Combined	\$ 2.64	\$ 5.91	\$ 6.19	\$ 5.65
Private	*	\$ 10.41	\$ 9.29	\$ 10.04
Daily Fee / Semi-Private	\$ 3.65	\$ 4.46	\$ 5.31	\$ 4.46
Municipal / University / Military	\$ 1.94	\$ 3.37	\$ 3.74	\$ 3.30
Resort	*	\$ 11.99	\$ 11.90	\$ 11.90

Source: PGA PerformanceTrak

\* if insufficient data

## Key Findings

**Median rounds played – October 2005.** The median number of rounds played in October 2005 for facilities with 18 holes was 2,092 compared to 2,044 in October 2004.

**Reporting Group Participation.** 14.7% of all PGA facilities with 9 or more holes and with a defined facility type reporting group participated in October rounds played.

**PGA Section Reports.** As of the reporting date 38 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 October 2005 compared to October 2004 were:

Minnesota	Up 21.7%	Connecticut	Down 37.1%
Gateway	Up 20.4%	New England	Down 36.0%
Utah	Up 18.3%	Metropolitan	Down 29.6%
Tennessee	Up 18.2%	New Jersey	Down 29.3 %
Kentucky	Up 17.9%	Northern Ohio	Down 20.2%

**Days Closed.** On a national basis for golf facilities with 18 holes or more, median days closed increased an additional day from 2004 to 2005 (weather). 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, decreased 4 percentage points from 44% in September to 40% in October. This rate consistently held at 46% for the months of May, June and July, decreased to 45% in August and continued a seasonal decline this month. Further, according to the October data, the utilization rate has decreased in all reporting groups, with the largest decrease in the Municipal / Military/University group which reported a median of 53% in September declining to a median of 42.5% in October.

#### **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.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 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 **KPI 4** trend reports show both golf fee and merchandise revenue per round figures by month during 2005.

**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).



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