



November 2005 Rounds Played and Key Performance Indicator Report

January 3, 2006

Executive Summary

The PGA of America completed its seventh month of operations for PGA PerformanceTrak with collection of November “Rounds Played” data from PGA Professionals for their facilities. For November, a total of **1,221** facilities provided “rounds played” and “days closed” information by the cutoff date for monthly reporting. Once again, this surpasses last month’s participation rate. Note that during December, with PGALinks.com down for maintenance on December 21-22, there were 1 ½ fewer days for PGA PerformanceTrak data collection.

Unique PGA Facility Participation

2,755 unique PGA facilities have participated in PGA PerformanceTrak since inception. This compares to 8,867 facilities with 9 holes or more at regulation, executive and par 3 courses employing a PGA Professional.

2005 vs. 2004 Rounds Played

November median rounds played at facilities with exactly 18 holes were up 22.9% for November 2005 compared to November 2004. For November 2005, there were 1,381 median rounds played, a difference of 257 rounds from 2005 compared to 2004. For facilities with more than 18 holes, November 2005 median rounds played were up 27.9% compared to 2004. Weekend days for November 2005 and November 2004 were the same at 8 days. Note: at this point in the golf season, when monthly median rounds are well down from summer peak levels, a relatively small change in rounds played from November 2005 compared to November 2004 may be reflected as a large percentage change. This may affect Section and State reporting depending on local participation and local play days available.

Broad PGA Section Participation

38 PGA Sections had sufficient November data for local reporting by the report cutoff. Additionally, a total of 23 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: | Sun Country | 24.6% |
| • Participation Leader 100 to 200 facilities: | Kentucky | 27.0% |
| • Participation Leader 200 to 300 facilities: | Southern Texas | 18.7% |
| • Participation Leader over 300 facilities: | North Florida | 18.7% |

November 2005 Rounds Played

A summary of median rounds played for November 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” monthly report by Section, State and number of holes are available online on 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

November-05

Facility Types / Reporting Group	By Golf Facility Size			
	Less Than 18 Holes	18 Holes	Greater Than 18 Holes	All Facilities
All Facility Types Combined	375	1,381	1,550	1,309
Private	244	1,076	1,225	1,072
Daily Fee / Semi-Private	250	1,495	1,273	1,283
Municipal / University / Military	638	1,728	1,941	1,713
Resort	*	2,024	1,836	2,024

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 **799** facilities participated in November by the reporting cutoff compared to **726** facilities in October. After the cutoff date, an additional 23 responses were submitted and are available for analysis on PGALinks.com. For all facilities, the November 2005 KPI for Golf Fee Revenue per Actual Round Played was **\$20.00**. The PGA PerformanceTrak KPI 4 report (Month-by-Month Rate Trend) reflects the rate decreased \$2.89 per round compared to October. 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. 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

November-05

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	\$ 10.30	\$ 20.23	\$ 24.59	\$ 20.00
Private	*	\$ 15.46	\$ 20.24	\$ 15.55
Daily Fee / Semi-Private	\$ 13.33	\$ 24.57	\$ 30.32	\$ 23.27
Municipal / University / Military	\$ 12.17	\$ 20.43	\$ 21.09	\$ 19.93
Resort	*	\$ 50.19	\$ 66.71	\$ 56.31

Source: PGA PerformanceTrak

* if insufficient data

Merchandise Revenue KPI

There were 810 participating facilities for this KPI for November by the reporting date and an additional 15 were submitted thereafter. For all facilities and all facility types, Merchandise Revenue per Round Played was about 29% 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

November-05

Merchandise Revenue Per Round	By Golf Facility Size			
	Less Than 18 Holes	18 Holes	Greater Than 18 Holes	All Facilities
Facility Types / Reporting Group				
All Facility Types Combined	\$ 2.96	\$ 6.03	\$ 6.53	\$ 5.84
Private	*	\$ 10.67	\$ 9.08	\$ 10.58
Daily Fee / Semi-Private	\$ 1.62	\$ 5.00	\$ 4.33	\$ 4.71
Municipal / University / Military	\$ 2.60	\$ 2.72	\$ 3.28	\$ 2.83
Resort	*	\$ 12.53	\$ 16.10	\$ 13.34

Source: PGA PerformanceTrak

* if insufficient data

Key Findings

Median rounds played – November 2005. The median number of rounds played in November 2005 for facilities with 18 holes was 1,381 compared to 1,124 in November 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 November 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 in November 2005 compared to November 2004 are below.

Colorado	Up 90.6%	Nebraska	Up 70.5%
Metropolitan	Up 68.5%	Utah	Up 55.3%
Southern Texas	Up 53.7%	Midwest	Up 45.3%

Because of these significant year-to-year differences, we conducted additional analysis to determine the reasons. The increases in the above six sections have been found to be attributed to two primary reasons. The first was a difference in days closed in November 2005 and November 2004. In all cases, November 2004 days closed were higher than November 2005 days closed. The second reason found was a general increase in rounds played per available day in November 2005 compared to November 2004. These figures are noted in the chart below. The combined effect of higher volume during available days and a significant number of additional playable days contributed to the significant percentage increases. Finally, due to the lower base of November 2004 rounds played reported by participants in these sections, a relatively small increase in November 2005 rounds played resulted in a higher percentage change calculated.

	November 2005			November 2004		
	Rounds Played	Days Closed	Rounds Played Per Day	Rounds Played	Days Closed	Rounds Played Per Day
Colorado	1496	8	68	785	15	52
Nebraska	736	7	32	432	11	22
Metropolitan	647	5	26	384	6.5	16
Utah	1347	5	53	867	7	37
Southern Texas	2295	2	82	1493	5	59
Midwest	1230	6.5	52	846	8.5	39

Days Closed. On a national basis for golf facilities with 18 holes, median days closed increased an additional day from 2004 to 2005. 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, has not increased or decreased this month but has consistently held at 40% in October and November. 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 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.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 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.



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