



December 2005 Rounds Played and Key Performance Indicator Report

January 26, 2006

Executive Summary

The PGA of America completed its eighth month of operations for PGA PerformanceTrak with collection of December "Rounds Played" data from PGA Professionals for their facilities. For December, a total of **1083** facilities provided "rounds played" and "days closed" information by the cutoff date for monthly reporting. Although rounds played responses decreased from November 2005, this was not unexpected since many of the PGA participating facilities were closed for all or part of December.

Unique PGA Facility Participation

2,836 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

December median rounds played at facilities with exactly 18 holes were down 8.3% for December 2005 compared to December 2004. For December 2005, there were 751 median rounds played, a difference of 68 rounds from 2005 compared to 2004. For facilities with more than 18 holes, December 2005 median rounds played were up 19.2% compared to 2004. There were nine weekend days for December 2005 and eight weekend days for December 2004. 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 December 2005 compared to December 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

37 PGA Sections and 35 states have sufficient December data for local reporting. Additionally, a total of 17 Sections had more than 15% of their facilities participate on behalf of their Section. Congratulations to the following Section participation leaders:

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|--|----------------|-------|
| • Participation Leader less than 100 facilities: | Utah | 24.5% |
| • Participation Leader 100 to 200 facilities: | Kentucky | 19.4% |
| • Participation Leader 200 to 300 facilities: | Northern Texas | 18.6% |
| • Participation Leader over 300 facilities: | North Florida | 22.7% |

December 2005 Rounds Played

A summary of median rounds played for December 2005 by reporting group and number of holes at PGA member golf facilities is presented below as of the monthly reporting cutoff. For all facilities and all facility types, the national median rounds played for December 2005 were 719 and for the entire year of 2005, total median rounds played were 24,496. Further details for each "RoundsTrak1" monthly report by Section, State and number of holes are available online on www.PGAPerformanceTrak.com. Anyone with an ID and password for PGALinks.com can access and run PerformanceTrak's online reports. Further, with the completion of December rounds played and KPI collection completed, year to year data, month to month comparison, and yearly trends are now available for analysis.

Rounds Played Medians by Reporting Group and Facility Size

December-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	49	751	1,224	719
Private	16	508	1,271	548
Daily Fee / Semi-Private	12	977	821	795
Municipal / University / Military	196	789	1,141	716
Resort	*	1,075	1,799	1,176

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 **720** facilities participated in December by the reporting cutoff compared to **799** facilities in November. For all facilities, the December 2005 KPI for Golf Fee Revenue per Actual Round Played was **\$24.63**. The PGA PerformanceTrak KPI 4 report (Month-by-Month Rate Trend) reflects the rate increased \$4.63 per round compared to November. 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 from day to day in the up-to-date 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

December-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	\$ 12.38	\$ 24.66	\$ 28.57	\$ 24.63
Private	\$ 13.65	\$ 18.23	\$ 19.63	\$ 18.23
Daily Fee / Semi-Private	\$ 18.00	\$ 27.20	\$ 34.37	\$ 27.70
Municipal / University / Military	\$ 11.43	\$ 23.06	\$ 26.15	\$ 23.00
Resort	*	\$ 56.42	\$ 70.03	\$ 56.83

Source: PGA PerformanceTrak

* if insufficient data

Merchandise Revenue KPI

There were 713 participating facilities for this KPI for December by the reporting date. For all facilities and all facility types, Merchandise Revenue per Round Played was about 41% of Golf Fee Revenue per Round Played. This number has continued to increase since October as golf facilities are seeing seasonal declines in golf activity while merchandise sales are continuing somewhat independent of golf activity. 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

December-05

Merchandise Revenue Per Round	By Golf Facility Size			
	Less Than 18 Holes	18 Holes	Greater Than 18 Holes	All Facilities
All Facility Types Combined	\$ 4.00	\$ 10.50	\$ 9.51	\$ 10.02
Private	\$ 30.00	\$ 22.86	\$ 16.11	\$ 21.68
Daily Fee / Semi-Private	\$ 9.98	\$ 7.39	\$ 6.40	\$ 7.23
Municipal / University / Military	\$ 2.66	\$ 6.05	\$ 6.26	\$ 5.79
Resort	*	\$ 13.24	\$ 16.44	\$ 14.74

Source: PGA PerformanceTrak

* if insufficient data

Key Findings

Median rounds played – December 2005. The median number of rounds played in December 2005 for facilities with 18 holes was 751 compared to 819 in December 2004.

Reporting Group Participation. 12.8% of all PGA facilities with 9 or more holes and with a defined facility type reporting group participated in December rounds played.

PGA Section Reports. 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 December 2005 compared to December 2004 are below. Differences in days closed are the primary reason for these year to year changes.

Sun Country	Up 168.7%	Tri-State	Down 98.0%
Colorado	Up 66.6%	Nebraska	Down 97.8%
Dixie	Up 31.4%	Indiana	Down 92.0%

Note: the above figures are as of the reporting cutoff (Intra-month report). After the reporting cutoff, additional responses are collected and PGA PerformanceTrak reports all responses received to-date for the month in the "Month-end Enhanced Report."

Days Closed. On a national basis for golf facilities with 18 holes, median days closed neither increased nor decreased from 2004 to 2005 but instead stayed constant at five total days closed. 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 this month to 33%. This rate was consistently at 46% for the months of May, June and July, decreased to 45% in August, continued a seasonal decline into October at 40% and declined through Q4.

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 or contact PGA PerformanceTrak representatives at 1-800-477-6465 ext. 8574.



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