

PGA PERFORMANCETRAK

IN COOPERATION WITH THE NGCOA

Report: Monthly Recap (Public & Resort Facilities)

Period: 01/2012

CGM: Florida: Southeast

Rate Set: \$76 - \$125

Facility: Your Facility Name

CGM Financial Benchmark - Monthly Recap (Public & Resort Facilities)

	Your Facility	vs. Your CGM (*)		
		Average	Variance	Rank
Number of Rounds Available:	20,666	23,922	-14%	
Number of Rounds Played:	15,718	16,455	-4%	10 of 18
Total Round Revenue:	\$718,902	\$713,764	1%	7 of 18
RevPUR:	\$45.74	\$46.44	-2%	6 of 18
RevPATT:	\$34.79	\$30.40	14%	5 of 18
Facility Utilization:	76%	68%	11%	6 of 18

(*) 13.4% of the CGM facilities reported data this period
 (**) 23.5% of the CGM/Rate Set facilities reported data this period

Notes:

1. All PerformanceTrak CGM and CGM/Rate Set reports are scaled to your facility's number of holes for comparison purposes. For example, if your facility has 36 holes, all data in your report is scaled to 36 holes.
2. PerformanceTrak's CGM and CGM/Rate Set reports for the NGCOA report package are based on data submitted to-date and are automatically updated as additional facilities submit data or edit their prior input.
3. A round is defined as a "started round or start."
4. Available tee times (which drives available rounds) are calculated in the interval from 1/2 hour after sunrise until 4 hours prior to sunset and are based on an individual facility's tee time intervals. Available sunlight hours vary by CGM and by month. RevPATT, the acronym for revenue per available tee time, is more precisely defined as revenue per number of rounds available.
5. RevPUR is Round Revenue per Utilized (or actual) Rounds Played.
6. Facility Utilization is Actual Rounds Played divided by Rounds Available
7. There are five reports in the PerformanceTrak reporting package. They reflect the current period and / or current YTD results for the group of respondents who provide both rounds and golf fee revenue data. Where applicable, comparative reports reflect "paired" same store current period and prior period data from respondents.
8. Comparative reports for CGMs and CGM/Rate Sets are provided subject to there being 5 or more responses for the CGM and 5 or more responses for the CGM/Rate Set. Lists of facilities in the CGM and for the CGM/Rate Set are provided subject to the minimum number of responses being provided for that period.

[Facilities in your CGM for the Selected Month](#)



Executive Summary Report (Public & Resort Facilities)

Period: 01/2012 - 01/2011

CGM: Florida: Southeast

Rate Set: \$76 - \$125

Facility: **YIP** [10 of 18] [7 of 16] [6 of 18] [5 of 16]

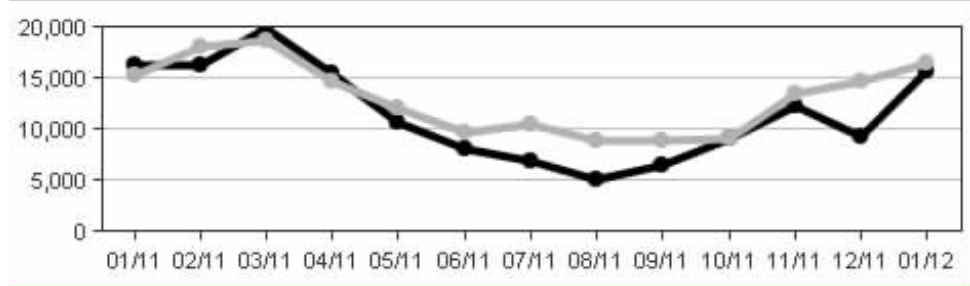
Color Legend

Your Facility's Monthly Data

Your CGM Comparative Data

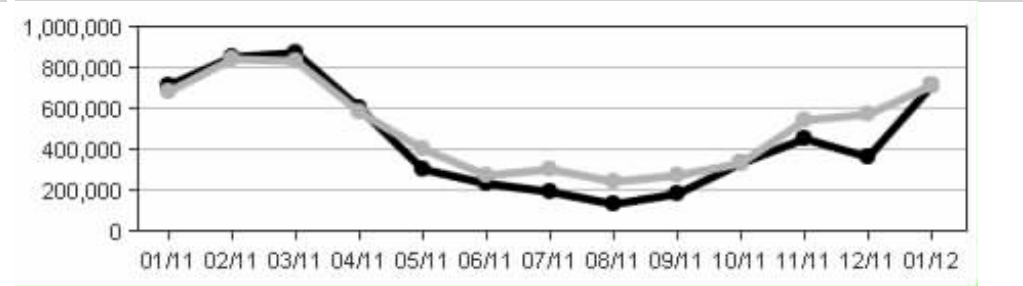
Rounds Played

	January			YTD		
	2012	2011	Change (%)	2012	2011	Change (%)
	Your Facility	15,718	16,214	-496 (-3%)	15,718	16,214
Your CGM	Avg. 16,455	15,241	1,214 (8%)	16,455	15,241	1,214(8%)
	Rank 10 of 18	7 of 16		10 of 18	7 of 16	



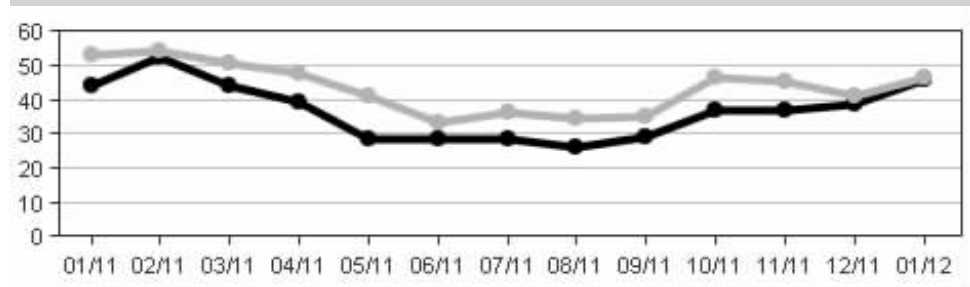
Revenue

	January			YTD		
	2012	2011	Change (%)	2012	2011	Change (%)
	Your Facility	\$718,902	\$715,409	\$3,493 (0%)	\$718,902	\$715,409
Your CGM	Avg. \$713,764	\$681,345	\$32,419 (5%)	\$713,764	\$681,345	\$32,419(5%)
	Rank 7 of 18	9 of 16		7 of 18	9 of 16	



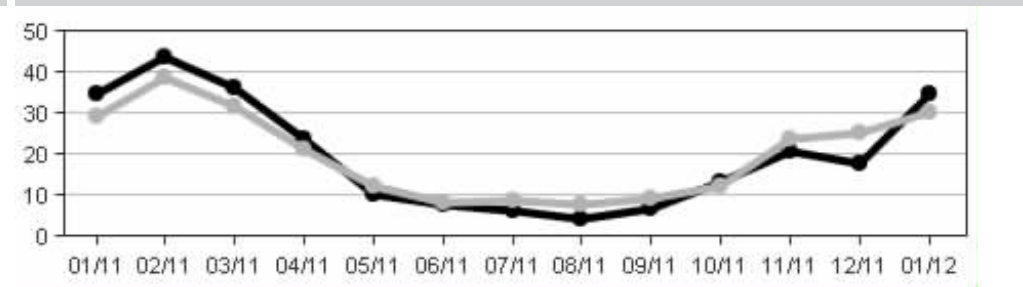
RevPur (Revenue per Utilized Rounds)

	January			YTD		
	2012	2011	Change (%)	2012	2011	Change (%)
	Your Facility	\$45.74	\$44.12	\$ 1.62 (4%)	\$45.74	\$44.12
Your CGM	Avg. \$46.44	\$52.97	\$- 6.53 (-12%)	\$46.44	\$52.97	\$- 6.54(-12%)
	Rank 6 of 18	5 of 16		6 of 18	5 of 16	



RevPATT (Revenue per Available Tee Time)

	January			YTD		
	2012	2011	Change (%)	2012	2011	Change (%)
	Your Facility	\$34.79	\$34.62	>\$ 0.17 (0%)	\$34.79	\$34.62
Your CGM	Avg. \$30.40	\$29.19	\$ 1.21 (4%)	\$30.40	\$29.79	\$ 0.61(2%)
	Rank 5 of 18	5 of 16		5 of 18	5 of 16	



Notes:
1. YTD figures include results only for those facilities that have reported for all periods.

Year-over-Year YTD Comparison Report (Public & Resort Facilities)

This report reflects the comparison of "same-store, paired data" for current year vs. prior year results.
Reflects responses submitted this year, for current period and prior period data for the same group of facilities.

Period:	01/2012 - 01/2011	Color Legend
CGM:	Florida: Southeast	Your Facility's Monthly Data
Rate Set:	\$76 - \$125	Your CGM Comparative Data
Facility:	Your Facility Name	

Month	01/2012	01/2011	Change	% Change
CGM % Reporting: 13.4%				

Rounds Played	YTD TOTAL	15,718	16,214	-496	-3%
	Average	16,455	14,881	1,573	11%
vs. Your CGM	Variance	-4%	9%		
	Rank	10 of 18	9 of 18		

Revenue	YTD TOTAL	\$718,902	\$715,409	\$3,493	0%
	Average	\$713,764	\$676,927	\$36,837	5%
vs. Your CGM	Variance	1%	6%		
	Rank	7 of 18	11 of 18		

RevPUR	YTD	\$45.74	\$44.12	\$ 1.61	4%
	Average	\$46.44	\$50.66	\$- 4.23	-8%
vs. Your CGM	Variance	- 2%	-13%		
	Rank	6 of 18	7 of 18		

RevPATT	YTD	\$34.79	\$34.62	\$ 0.17	0%
	Average	\$30.40	\$28.98	\$ 1.41	5%
vs. Your CGM	Variance	14%	19%		
	Rank	5 of 18	5 of 18		

Rounds Available	20,666	20,666
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Facility Utilization	YTD	76.06%	78.46%	- 2.40%	-3%
	Average	68.32%	61.27%	7.06%	12%
vs. Your CGM	Variance	11%	28%		
	Rank	7 of 18	4 of 18		

Notes:

1. All PerformanceTrak CGM and CGM/Rate Set data is scaled by your course's number of holes for comparison purposes.
2. The PerformanceTrak CGM and CGM/Rate Set statistics will change as CGM members report and/or update their data.
3. This report includes data for those facilities that have participated every month for the calendar year.

Cumulative Year-to-Date Report (Public & Resort Facilities)

Period: 01/2012 - 01/2012
 CGM: Florida: Southeast
 Rate Set: \$76 - \$125
 Facility: Your Facility Name

Color Legend
 Your Facility's Monthly Data
 Your CGM Comparative Data

Month	Jan 2012
CGM % Reporting	13.4%
Rounds Available	20,666
vs. Your CGM	Average 23,922 Variance -14% Rank 17 of 18
Rounds Played	15,718
vs. Your CGM	Average 16,455 Variance -4% Rank 10 of 18
Revenue	\$718,902
vs. Your CGM	Average \$713,764 Variance 1% Rank 7 of 18
RevPUR	\$45.74
vs. Your CGM	Average \$43.38 Variance 5% Rank 6 of 18
RevPATT	\$34.79
vs. Your CGM	Average \$29.84 Variance 17% Rank 5 of 18
Facility Utilization	76%
vs. Your CGM	Average 69% Variance 11% Rank 6 of 18

- Notes:
1. All PerformanceTrak CGM and CGM/Rate Set data is scaled by your course's number of holes for comparison purposes.
 2. The PerformanceTrak CGM and CGM/Rate Set statistics will change as CGM members report and/or update their data.

12-Month Rolling Report (Public & Resort Facilities)

Period: 01/2012-02/2011
CGM: Florida: Southeast
Rate Set: \$76 - \$125
Facility: Your Facility Name

Color Legend
Your Facility's Monthly Data
Your CGM Comparative Data

Month		Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	12-Month Total
Rounds Played		16,230	19,869	15,440	10,710	8,175	6,827	5,046	6,530	9,021	12,321	9,385	15,718	135,272
vs. Your CGM	Average	18,093	18,700	14,764	12,075	9,695	10,411	8,909	8,900	9,105	13,465	14,603	16,455	155,174
	Variance	-10%	6%	5%	-11%	-16%	-34%	-43%	-27%	-1%	-8%	-36%	-4%	
	Rank	9 of 15	7 of 15	9 of 17	13 of 18	13 of 19	15 of 18	15 of 17	11 of 14	9 of 15	11 of 17	15 of 16	10 of 18	
Revenue		\$853,249	\$874,273	\$607,382	\$306,628	\$232,731	\$194,553	\$132,011	\$188,298	\$335,509	\$451,325	\$362,676	\$718,902	\$5,257,537
vs. Your CGM	Average	\$846,403	\$836,678	\$589,141	\$400,014	\$274,107	\$305,088	\$245,495	\$277,047	\$331,288	\$540,120	\$578,818	\$713,764	\$5,937,964
	Variance	1%	4%	3%	-23%	-15%	-36%	-46%	-32%	1%	-16%	-37%	1%	
	Rank	7 of 15	7 of 15	7 of 17	9 of 18	11 of 19	15 of 18	16 of 17	10 of 14	7 of 15	10 of 17	14 of 16	7 of 18	
RevPUR		\$52.57	\$44.00	\$39.34	\$28.63	\$28.47	\$28.50	\$26.16	\$28.84	\$37.19	\$36.63	\$38.64	\$45.74	\$38.87
vs. Your CGM	Average	\$54.27	\$50.45	\$47.71	\$41.07	\$33.24	\$36.51	\$34.70	\$34.89	\$46.68	\$45.51	\$40.93	\$46.44	\$38.27
	Variance	-3%	-13%	-18%	-30%	-14%	-22%	-25%	-17%	-20%	-20%	-6%	-2%	
	Rank	4 of 15	5 of 15	5 of 17	7 of 18	7 of 19	7 of 18	8 of 17	6 of 14	5 of 15	8 of 17	9 of 16	6 of 18	
RevPATT		\$43.95	\$36.47	\$23.73	\$10.30	\$ 7.66	\$ 6.03	\$ 4.32	\$ 6.92	\$13.09	\$20.89	\$17.55	\$34.79	\$17.08
vs. Your CGM	Average	\$38.82	\$31.71	\$21.06	\$12.47	\$ 8.33	\$ 8.72	\$ 7.55	\$ 9.42	\$12.41	\$23.53	\$25.06	\$30.40	\$17.04
	Variance	13%	15%	13%	-17%	-8%	-31%	-43%	-27%	6%	-11%	-30%	14%	
	Rank	5 of 15	5 of 15	5 of 17	8 of 18	7 of 19	11 of 18	14 of 17	6 of 14	6 of 15	9 of 17	13 of 16	5 of 18	
Facility Utilization		84%	83%	60%	36%	27%	21%	16%	24%	35%	57%	45%	76%	
vs. Your CGM	Average	79%	68%	50%	36%	28%	29%	26%	29%	32%	56%	62%	68%	
	Variance	7%	22%	20%	1%	-4%	-27%	-39%	-16%	10%	1%	-27%	11%	
	Rank	5 of 15	3 of 15	4 of 17	8 of 18	11 of 19	14 of 18	14 of 17	12 of 14	5 of 15	9 of 17	15 of 16	6 of 18	

- Notes:
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