

# PGA PERFORMANCETRAK

IN COOPERATION WITH THE NGCOA

PerformanceTrak News - January 2010 Results

February 26, 2010

Welcome to PerformanceTrak News, a monthly publication from The PGA of America and NGCOA!

## Management Analysis and Comment

A total of **2,374 golf facilities**, including data from PGA and NGCOA participants, provided January data by the reporting date. At the nationwide level, January 2010 rounds were **down -20.0%** and days open were **down -14.1%** compared to January 2009. There were 10 weekend days in January 2010 and 9 in January 2009. Based on 2009 calendar year statistics, January accounted for 4% of total annual rounds played.

With poorer weather in January 2010 compared to January 2009, this month saw a large decline in rounds compared to the previous year. Same-store rounds played at Private facilities were down -22.6%, Daily Fee/Semi-Private facilities down -17.4%, Municipal/Military/University facilities down -24.3%, and Resort facilities down -11.3%.

Golf fee revenue responses were submitted by 868 facilities. Median gross golf fee revenue was down -18.4% nationally in January 2010. All other gross revenues (merchandise revenue, food and beverage revenue, and total revenue) were also down in January 2010 compared to January 2009.

The Performance Factor for January 2010 was 93.1 indicating rounds played per day open were down in January 2010 compared to January 2009.

## PerformanceTrak At-a-Glance

### January 2010 Highlights

	Jan. 10 <sup>1,2</sup>	Jan. 09 <sup>1,2</sup>	Chng.	%	Sample Size <sup>3</sup>
Mean (Average) Rounds Played - January	646	807	▼	-20.0%	2,374
Mean (Average) Days Open - January	11.0	12.8	▼	-14.1%	2,374

### January 2010 Median Gross Revenue Per Facility<sup>4</sup>

	Jan. 10	Jan. 09	Chng.	%	Sample Size
Median Golf Fee Revenue - January	\$ 24,071	\$ 29,485	▼	-18.4%	868
Median Merchandise Revenue - January	\$ 3,352	\$ 3,844	▼	-12.8%	841
Median Food & Beverage Revenue - January	\$ 13,710	\$ 15,371	▼	-10.8%	600
Median Total Revenue - January	\$ 71,560	\$ 77,181	▼	-7.3%	703

### Performance Factor<sup>5</sup>

	Index
January 2010 vs. January 2009	93.1

<sup>1</sup>Rounds played, days open, and revenue data are as of February 22, 2010.

<sup>2</sup>Rounds played, days open, and revenue data are weighted by state and facility type.

<sup>3</sup>Sample size is the number of responses or average number of responses for the specified period.

<sup>4</sup>Median gross revenues exclude responses where one value of the paired data was missing (i.e., a \$0 value).

<sup>5</sup>Performance Factor is an index of rounds played per day open, where 100.0 represents consistent play on a per day basis.

## YTD January 2010 State Performance

State-by-state results below are for YTD rounds played and YTD days open, compared to the same period prior year, and with percent change. Also reported is the Performance Factor for each state which takes into consideration not only whether rounds were up or down, but also whether days open were up or down. The few states that had increased rounds played were states that have a very low volume of rounds played in a cold month such as January.

January 2010 YTD Rounds Played Comparison By State							
State	Current 2010 Rounds Played	Previous 2009 Rounds Played	Rounds Played % Change	Current 2010 Days Open	Previous 2009 Days Open	Days Open % Change	Performance Factor
<b>All United States</b>	<b>646</b>	<b>807</b>	<b>-20.0%</b>	<b>11.0</b>	<b>12.8</b>	<b>-14.1%</b>	<b>93.1</b>
Alabama	556	857	-35.1%	19.6	23.3	-15.9%	77.1
Arizona	3,184	3,467	-8.2%	26.9	28.9	-6.9%	98.7
Arkansas	313	621	-49.6%	11.7	22.2	-47.3%	95.6
California	2,198	2,711	-18.9%	25.0	28.4	-12.0%	92.1
Colorado	179	605	-70.4%	5.1	13.2	-61.4%	76.6
Delaware	260	178	46.1%	11.1	10.9	1.8%	143.4
Florida	2,918	3,456	-15.6%	27.4	29.5	-7.1%	90.9
Georgia	627	908	-30.9%	20.3	23.4	-13.2%	79.6
Hawaii	3,464	3,628	-4.5%	30.7	30.2	1.7%	93.9
Kansas	188	613	-69.3%	10.8	18.3	-41.0%	52.0
Louisiana	759	1,188	-36.1%	20.9	26.3	-20.5%	80.4
Maryland	211	196	7.7%	14.0	17.5	-20.0%	134.6
Mississippi	366	531	-31.1%	18.9	22.3	-15.2%	81.3
Nevada	1,047	1,423	-26.4%	15.8	20.9	-24.4%	97.3
New Mexico	709	1,121	-36.8%	15.9	21.6	-26.4%	85.9
North Carolina	655	731	-10.4%	17.8	22.0	-19.1%	110.7
Oklahoma	473	939	-49.6%	14.5	21.7	-33.2%	75.4
Oregon	801	766	4.6%	24.7	20.1	22.9%	85.1
South Carolina	1,033	1,362	-24.2%	23.7	26.8	-11.6%	85.8
Tennessee	322	448	-28.1%	13.4	18.3	-26.8%	98.2
Texas	1,224	1,775	-31.0%	22.2	26.6	-16.5%	82.6
Virginia	313	425	-26.4%	11.1	17.7	-37.3%	117.4
Washington	797	522	52.7%	23.1	16.1	43.5%	106.4
Wyoming	64	39	64.1%	10.0	5.4	85.2%	88.6

Note: Those states excluded from this report have insufficient sample size for reporting purposes at the state level OR were not open for at least one-third of the month of January 2010 or 2009, BUT all states with data are included in national reporting.

## YTD January 2010 Rounds Played

The PerformanceTrak rounds played comparison report for year-to-date January 2010 is below with statistics by facility type including average rounds played, same month year-to-year comparison, days open, and days open change. Year-to-date results vary by facility type. Year-to-date rounds played at Private facilities were down -22.6%, while Daily Fee/Semi-Private facilities were down -17.4%, Municipal/Military/University facilities were down -24.3%, and Resort facilities were down -11.3% year-to-date. Resort facilities showed the smallest declines in both rounds played and days open.

<b>Report Name: YTD Rounds Played Comparison</b>						
<b>Reporting Period: January 2010</b>						
<b>Statistic: Average</b>						
<b>Holes: All Facilities</b>						
<b>Facility Type: All Facility Types</b>						
	Current			Prior		
	2010	2009		2010	2009	
	YTD	YTD		YTD	YTD	
	Rounds Played			Days Open		
	Average	Average	% Change	Average	Average	% Change
<b>All Facility Types</b>	646	807	-20.0%	11.0	12.8	-14.1%
<b>By PGA Reporting Group:</b>						
Private	569	735	-22.6%	11.3	13.3	-15.0%
Daily Fee/Semi-Private	657	795	-17.4%	10.6	12.2	-13.1%
Municipal/Military/Univ	716	946	-24.3%	10.8	13.3	-18.8%
Resort	844	952	-11.3%	14.8	15.8	-6.3%

Note: The rounds played and days open data are weighted by state and facility type.

## YTD January 2010 Golf Fee Revenue

YTD median gross golf fee revenue and YTD golf fee revenue per round are shown below segmented by facility type. YTD gross golf fee revenue was down -18.4%, and YTD golf fee revenue per round was down -5.8%. Similar to the YTD rounds played report, we also see distinct differences by facility type.

<b>Report Name: YTD KPI Comparison</b>						
<b>Reporting Period: January 2010</b>						
<b>Statistic: Median</b>						
<b>Holes: All Facilities</b>						
<b>KPI: Golf Fee Revenue</b>						
<b>Facility Type: All Facility Types</b>						
	Current			Prior		
	2010	2009		2010	2009	
	YTD	YTD		YTD	YTD	
	Gross Golf Fee Revenue			Golf Fee Revenue per Round		
	Median	Median	% Change	Median	Median	% Change
<b>All Facility Types</b>	\$24,071	\$29,485	-18.4%	\$31.80	\$33.74	-5.8%
<b>By PGA Reporting Group:</b>						
Private	\$17,724	\$21,505	-17.6%	\$33.65	\$31.48	6.9%
Daily Fee/Semi-Private	\$22,719	\$28,028	-18.9%	\$30.44	\$34.39	-11.5%
Municipal/Military/Univ	\$30,165	\$36,287	-16.9%	\$26.10	\$24.01	8.7%
Resort	\$76,351	\$96,848	-20.3%	\$64.02	\$87.13	-26.5%

Note: The revenue data are weighted by state and facility type. Gross golf fee revenue comes from paired data.

Golf fee revenue per round comes from paired data for those facilities reporting both rounds played and gross golf fee revenue.

## About PerformanceTrak

PGA PerformanceTrak in Cooperation with the NCGOA is the industry's leading rounds and key performance indicator service. Reports are available for 41 PGA Sections, 50 States and more than 60 local markets.

## Contact Us

The PGA of America: PGA PerformanceTrak Customer Service

Phone: (800) 477-6465 Ext. 8574 E-mail: [PerformanceTrak@pgahq.com](mailto:PerformanceTrak@pgahq.com) Web site: <http://www.PGAPerformanceTrak.com>

NCGOA: Leslie Remme and Joe Rice

Phone: (800) 933-4262 E-mail: [lremme@ngcoa.org](mailto:lremme@ngcoa.org) Web site: [www.NGCOA.org/benchmark](http://www.NGCOA.org/benchmark)