

PGA PERFORMANCETRAK

IN COOPERATION WITH THE NGCOA

PerformanceTrak News – April 2010 Results

June 3, 2010

Management Analysis and Comment

A total of 2,466 golf facilities, including data from PGA and NGCOA participants, provided April data by the reporting date. At the nationwide level, April 2010 rounds were up 10.7% and days open were up 8.5% compared to April 2009.

Weekend days in April 2010 and April 2009 were constant at eight. YTD rounds played were down 3.9% and YTD days open were also down 3.7%. Based on 2009 calendar year statistics, April accounts for approximately 10% of total annual rounds volume and YTD through April accounts for 26% of total rounds played.

April 2010 recorded above normal temperatures through the contiguous United States. Same-store rounds played were up at all facility types in April 2010. Private facilities were up 10%, Daily Fee/Semi private facilities up 11%, Municipal / Military / University facilities up 10.8% and Resort facilities up 8%.

Golf fee revenue responses were submitted by 954 facilities. Median gross golf fee revenue was up 5% nationally in April 2010. All other gross revenues (merchandise revenue, food and beverage revenue and total facility revenue) were also up in April 2010 compared to April 2009 with merchandise revenue the highest increase at 8.5% nationally.

The Performance Factor for April 2010 was 102.0 indicating rounds played per day open was up compared to April 2009. The YTD Performance Factor of 99.9 indicates rounds played per day open are nearly on par for the year.

Adjustment to prior month: Due to a March 2010 data feed from a third party, there was an adjustment made for the March rounds played comparison report resulting in nationwide rounds played being down 3.5% rather than down 4% originally reported. Days open were up 1.5% nationally rather than up 2.1% originally reported for March.

PerformanceTrak At-a-Glance

	<u>Apr. '10^{1,2}</u>	<u>Apr. '09^{1,2}</u>	<u>Chng.</u>	<u>%</u>	<u>Sample Size³</u>
April 2010 Highlights					
Mean (Average) Rounds Played - April	2,439	2,204	▲	10.7%	2,466
Mean (Average) Days Open - April	26.9	24.8	▲	8.5%	2,466
YTD April 2010 Highlights					
Mean (Average) Rounds Played - YTD	5,205	5,414	▼	-3.9%	2,354
Mean (Average) Days Open - YTD	67.3	69.9	▼	-3.7%	2,354
April 2010 Median Gross Revenue Per Facility⁴					
Median Golf Fee Revenue	\$ 75,531	\$ 71,965	▲	5.0%	954
Median Merchandise Revenue	\$ 12,841	\$ 11,839	▲	8.5%	904
Median Food & Beverage Revenue	\$ 38,829	\$ 37,114	▲	4.6%	643
Median Total Revenue	\$ 172,940	\$ 167,286	▲	3.4%	748
YTD April 2010 Median Gross Revenue Per Facility					
Median Golf Fee Revenue - YTD	\$ 178,566	\$ 188,702	▼	-5.4%	887
Median Merchandise Revenue - YTD	\$ 27,486	\$ 27,392	▲	0.3%	851
Median Food & Beverage Revenue - YTD	\$ 97,927	\$ 98,912	▼	-1.0%	620
Median Total Revenue - YTD	\$ 458,005	\$ 452,349	▲	1.3%	730
Performance Factor⁵					
	Index				
April 2010 vs. April 2009	102.0				
YTD April 2010 vs. YTD April 2009	99.9				

¹Rounds played, days open, and revenue data are as of May 22, 2010.

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

³Sample size is the number of responses or average number of responses for the specified period.

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

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

YTD April 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.

On a YTD basis, Midwestern states (IL, IN, IA, MI, MN, OH and WI) reflected rounds played increases compared to YTD April 2010. Twenty-five of 40 states with sufficient YTD data for reporting showed positive YTD Performance Factors (YTD rounds played compared to YTD days available). In addition the northeastern states of NJ, NY and CT also showed YTD rounds played increases.

April 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
All United States	5,205	5,414	-3.9%	67.3	69.9	-3.7%	99.9
Alabama	5,162	5,977	-13.6%	94.5	101.9	-7.3%	93.1
Arizona	15,225	15,578	-2.3%	109.6	114.1	-3.9%	101.7
California	11,831	12,711	-6.9%	103.4	108	-4.3%	97.2
Colorado	3,100	4,262	-27.3%	43.6	63.4	-31.2%	105.8
Connecticut	2,817	2,486	13.3%	40.2	37.8	6.3%	106.5
Delaware	3,429	3,625	-5.4%	58	71.6	-19.0%	116.8
Florida	13,399	14,917	-10.2%	109.7	115.2	-4.8%	94.3
Georgia	5,218	6,090	-14.3%	93.4	98.3	-5.0%	90.2
Hawaii	10,994	12,351	-11.0%	115.8	117.9	-1.8%	90.6
Idaho	3,237	3,208	0.9%	55.6	49.5	12.3%	89.8
Illinois	2,864	2,270	26.2%	48.6	46	5.7%	119.4
Indiana	2,506	2,269	10.4%	48.4	53.8	-10.0%	122.8
Iowa	2,263	1,945	16.3%	37.6	37.5	0.3%	116.0
Kansas	3,958	4,544	-12.9%	68.7	86.3	-20.4%	109.4
Kentucky	3,493	3,162	10.5%	63.8	67.6	-5.6%	117.0
Louisiana	5,828	6,707	-13.1%	92	100.2	-8.2%	94.6
Maryland	4,867	5,155	-5.6%	65.8	86.9	-24.3%	124.7
Massachusetts	2,174	2,082	4.4%	37.1	33.1	12.1%	93.2
Michigan	2,204	1,509	46.1%	38.5	30.1	27.9%	114.2
Minnesota	2,901	1,787	62.3%	36.6	22.6	61.9%	100.2
Missouri	3,411	3,702	-7.9%	60.7	74.6	-18.6%	113.2
Montana	1,838	1,297	41.7%	33.4	26.1	28.0%	110.7
Nebraska	3,226	3,413	-5.5%	44.3	56.6	-21.7%	120.8
Nevada	8,887	9,324	-4.7%	87.7	94.8	-7.5%	103.0
New Jersey	3,163	2,859	10.6%	53	51.6	2.7%	107.7
New Mexico	5,237	6,778	-22.7%	85.6	100.5	-14.8%	90.7
New York	2,322	2,076	11.8%	35.4	33	7.3%	104.3
North Carolina	5,792	6,007	-3.6%	84.6	93.6	-9.6%	106.7
Ohio	2,724	2,552	6.7%	49	54	-9.3%	117.6
Oklahoma	4,972	6,034	-17.6%	79.8	94.5	-15.6%	97.6
Oregon	5,638	5,406	4.3%	107.4	98.4	9.1%	95.6
Pennsylvania	2,685	2,583	3.9%	51.7	57.2	-9.6%	115.0
Rhode Island	1,355	1,382	-2.0%	22.2	29.3	-24.2%	129.4
South Carolina	8,512	9,312	-8.6%	101.9	106.5	-4.3%	95.5
Tennessee	4,202	4,567	-8.0%	78	88.6	-12.0%	104.5
Texas	7,898	9,480	-16.7%	96.8	107.4	-9.9%	92.4
Utah	5,399	5,307	1.7%	54.5	47.6	14.5%	88.9
Virginia	4,162	4,502	-7.6%	66.2	80.1	-17.4%	111.9
Washington	6,016	5,163	16.5%	106.7	89.2	19.6%	97.4
Wisconsin	2,155	1,414	52.4%	35.9	26.6	35.0%	112.9

YTD April 2010 Rounds Played

The PerformanceTrak rounds played comparison report for year-to-date April 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 remain down across all facility types although they improved due to April monthly performance. Year-to-date rounds played at Private facilities are down 6.2%, Daily Fee/Semi-Private facilities are down 1.8%, Municipal/Military/University facilities are down 6.5% and Resort facilities are down -1.1% year-to-date.

Report Name: YTD Rounds Played Comparison

Reporting Period: April 2010

Statistic: Average

Holes: All Facilities

Facility Type: All Facility Types

	Current		% Change	Prior		% Change
	2010	2009		2010	2009	
	YTD	YTD		YTD	YTD	
	Rounds Played			Days Open		
	<u>Average</u>	<u>Average</u>		<u>Average</u>	<u>Average</u>	
All Facility Types	5,205	5,414	-3.9%	67.3	69.9	-3.7%
By PGA Reporting Group:						
Private	4,154	4,429	-6.2%	66.9	71.0	-5.8%
Daily Fee/Semi-Private	5,404	5,502	-1.8%	66.4	68.1	-2.5%
Municipal/Military/Univ	6,450	6,900	-6.5%	69.2	72.2	-4.2%
Resort	5,628	5,689	-1.1%	72.3	74.5	-3.0%

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

YTD April 2010 Golf Fee Revenue

YTD median gross golf fee revenue is below segmented by facility type. YTD gross golf fee revenue remains down across all facility types at -5.4% YTD. This is an improvement from March YTD where YTD golf fee revenue for all facility types was down 11.5%. The differences by facility type are minimal, with YTD results ranging from -3.7% to -6.3% YTD.

Report Name: YTD KPI Comparison

Reporting Period: Apr-10

Statistic: Median

Holes: All Facilities

KPI: Golf Fee Revenue

Facility Type: All Facility Types

	Current		% Change
	2010	2009	
	YTD	YTD	
	Gross Golf Fee Revenue		
	<u>Median</u>	<u>Median</u>	
All Facility Types	\$178,566	\$188,702	-5.4%
By PGA Reporting Group:			
Private	\$125,510	\$130,323	-3.7%
Daily Fee/Semi-Private	\$181,298	\$193,088	-6.1%
Municipal/Military/Univ	\$200,421	\$210,382	-4.7%
Resort	\$489,269	\$522,350	-6.3%

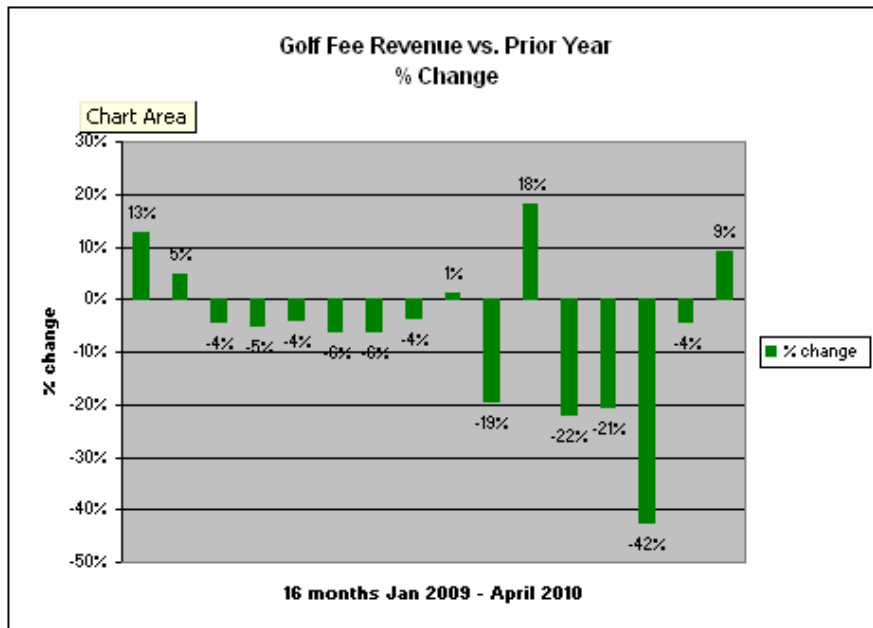
Note: The revenue data are weighted by state and facility type. Gross golf fee revenue is from paired data.

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

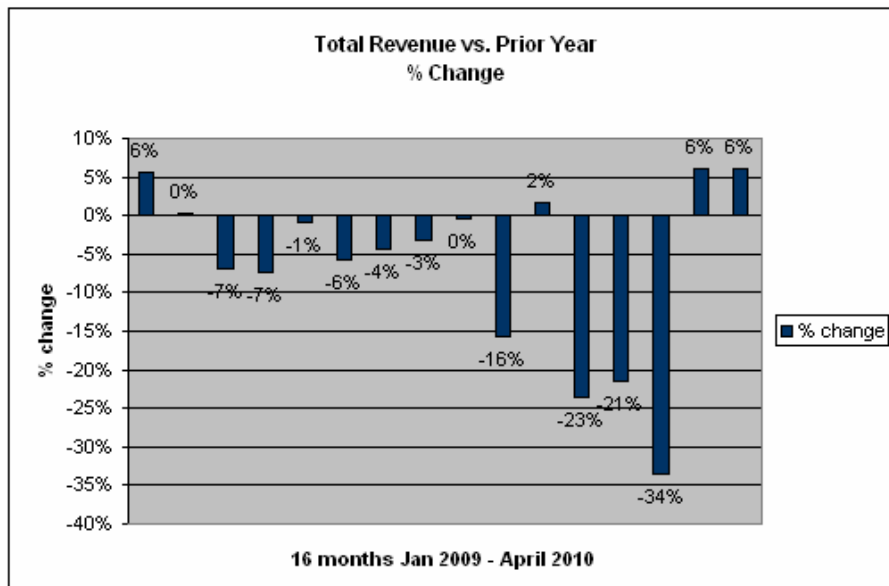
Additional Management Analysis and Comment

This month we further evaluated the change in monthly golf fee revenue performance compared to total revenue year to-date. On a monthly basis using 2009 data, golf fee revenue as a percent of total revenue ranges from 41% (December) to 61% (September). Typically, golf fee revenue change is closely correlated with total revenue change. However, in March 2010, there was an anomaly in that golf fee revenue declined, while total revenue increased. The difference between golf fee revenue and total revenue is comprised of a number of other revenue sources. PerformanceTrak follows two of these, including merchandise revenue (up 2% in March) and F&B (which was flat). Total revenue was up for all respondents. Further, in March 2010, golf fee revenue was 47% of total revenue, compared to 51% in March 2009. In this mix, golf fee was a lower proportion of total revenue, which itself was up compared to prior year.

We conducted additional PerformanceTrak analysis for facilities in March that provided both Golf Fee and Total revenue to further evaluate these March results. By deduction, the increases in March 2010 total revenue were driven by non-golf fee revenue items including Merchandise revenues, and other facility revenues. We investigated call logs and comments received from users during customer contact. We confirmed that there were numerous examples from customers citing that golf fee revenues dollars continued to be down, while there is an emergence of increases at facilities in other revenues. For purposes of additional analysis, we included only those facilities that reported both golf fee revenue and total revenue during these periods. Focusing on golf fee revenue, there were four straight months of declines in golf fee revenue compared to prior year, from the period December 2009 through March 2010. Then there was a shift back to positive change in April 2010. That change is depicted in the chart below.



Focusing on total revenue, there were three straight months of declines in golf fee revenue compared to prior year, from the period December 2009 through February 2010. Then there was a shift to positive change in March 2010. This was one month earlier than the change for golf fee revenue. This positive trend continued in April 2010 where positive monthly increases were achieved compared to 2010. Median golf fee revenue was up 9% and median total revenue was up 6%. Total revenue monthly change is depicted in the chart below.



About PerformanceTrak

PGA PerformanceTrak in Cooperation with the NGCOA 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.

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