

Management Analysis and Comment

A total of **2,535** golf facilities, including data from PGA and NGCOA participants, provided data by the reporting date. *PerformanceTrak is the largest source of rounds played and key revenue performance indicators in the industry.*

At the nationwide level, July 2010 rounds were **down 5.5%** while days open were **flat** compared to July 2009. Weekend days were 9 in July 2010 compared to 8 in July 2009. YTD rounds played are **down 3.8%** and YTD days open are **down 1.5%**, explaining about half of the rounds played decline. Based on 2008 and 2009 calendar year statistics, June accounts for approximately **17%** of total annual rounds volume and YTD through July accounts for **60%** of total rounds played.

Same-store rounds played were down at all facility types in July 2010 compared to July 2009 except for Resorts which were **up 2.2%**. Private facilities were **down 4.9%**, Daily Fee / Semi-Private facilities were down **5.3%**, and Municipal / Military / University facilities were **down 7.7%**.

Golf fee revenue responses were submitted by 1,009 facilities for July 2010. Median gross golf fee revenue was **down 5.4%** nationally compared to July 2009.

Merchandise revenue was up fractionally at **+0.4%**. Food and beverage revenue was **up 7.9%** and total facility revenue was down 1.1%. Total facility revenue is comprised primarily of Golf, Merchandise, and F&B revenue but does include other various revenues in the total. On a YTD basis, golf fee revenue remains **down 4.4%** while all three other revenue metrics (merchandise, F&B and total revenue) are now **even or slightly positive** on a YTD basis.

The Performance Factor for July 2010 was **94.5** indicating rounds played per day open were less than par. The YTD Performance Factor of **97.6** indicates rounds played per day open are down below par for the year.

PerformanceTrak At-a-Glance - July 2010

July 2010 Highlights	July 2010 ^{1,2}	July 2009 ^{1,2}	Change	% Change	Sample Size ³
Mean (Average) Rounds Played - July	3,336	3,531	↓	-5.5%	2,535
Mean (Average) Days Open - July	29.3	29.3	↑	0.0%	2,535
YTD July 2010 Highlights					
Mean (Average) Rounds Played - YTD	14,563	15,146	↓	-3.8%	2,418
Mean (Average) Days Open - YTD	153.4	155.7	↓	-1.5%	2,418
July 2010 Median Gross Revenue Per Facility⁴					
Median Golf Fee Revenue - July	\$104,587	\$110,608	↓	-5.4%	1,009
Median Merchandise Revenue - July	\$16,637	\$16,564	↑	0.4%	882
Median Food & Beverage Revenue - July	\$57,337	\$53,123	↑	7.9%	638
Median Total Revenue - July	\$218,078	\$220,610	↓	-1.1%	757
YTD July 2010 Median Gross Revenue Per Facility					
Median Golf Fee Revenue - YTD	\$462,307	\$483,608	↓	-4.4%	911
Median Merchandise Revenue - YTD	\$79,573	\$79,252	↑	0.4%	860
Median Food & Beverage Revenue - YTD	\$265,481	\$260,501	↑	1.9%	623
Median Total Revenue - YTD	\$1,106,745	\$1,104,392	↑	0.2%	734
Performance Factor⁵					
	Index				
July 2010	94.5				
YTD July 2010	97.6				

¹Rounds played, days open, and revenue data are as of August 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 100.00 represents consistent play on a per day basis.

YTD July 2010 State Performance

State-by-state results below are for YTD rounds played and YTD days open, Also reported is the Performance Factor which takes into consideration rounds changes and whether days open were up or down. On a YTD basis, there were sufficient responses in 43 states for reporting. 11 states reflected rounds played increases with increases in days open as well. The one exception is Pennsylvania in which days open were down. 32 States reported declines compared to YTD July 2009. The Northeast, New England and the Upper Midwest reflected increases.

July temperatures averaged warmer than normal along most of the country east of the Mississippi River and across the Southwest. Hundreds of daily maximum temperature records were tied or broken at individual stations, with July 2010 ranking as the warmest July in the 1895–2010 record for Delaware and Rhode Island. Precipitation, when averaged across the country, was much-above-normal, ranking in the top ten percent in the 1895-2010 period. Much of the Plains and Upper Midwest experienced above normal precipitation.

PerformanceTrak Year-to-Date State Results for July 2010							
State	Rounds Played			Days Open			Performance Factor
	Current Year	Previous Year	% Change	Current Year	Previous Year	% Change	
All United States	14,563	15,146	-3.8%	153.4	155.7	-1.5%	97.6
Alabama	11,859	12,796	-7.3%	181.6	188.0	-3.4%	95.9
Arizona	22,858	23,328	-2.0%	197.5	199.8	-1.2%	99.1
California	23,986	25,239	-5.0%	191.7	197.3	-2.8%	97.8
Colorado	14,348	16,081	-10.8%	129.9	149.3	-13.0%	102.5
Connecticut	13,917	13,365	4.1%	126.8	119.9	5.8%	98.5
Delaware	11,676	11,753	-0.7%	144.6	154.7	-6.5%	106.3
Florida	19,811	21,437	-7.6%	191.2	196.1	-2.5%	94.8
Georgia	12,620	13,890	-9.1%	179.5	182.1	-1.4%	92.2
Hawaii	18,299	20,414	-10.4%	195.7	202.9	-3.5%	92.9
Idaho	12,461	13,350	-6.7%	144.2	139.3	3.5%	90.2
Illinois	12,966	12,992	-0.2%	134.7	133.0	1.3%	98.5
Indiana	10,935	11,161	-2.0%	133.7	140.2	-4.6%	102.7
Iowa	11,840	12,327	-4.0%	124.6	127.2	-2.0%	98.1
Kansas	14,175	15,437	-8.2%	154.7	174.7	-11.4%	103.7
Kentucky	10,921	11,243	-2.9%	144.3	151.3	-4.6%	101.8
Louisiana	12,440	13,485	-7.7%	174.8	178.6	-2.1%	94.3
Maryland	16,246	16,937	-4.1%	153.7	174.0	-11.7%	108.6
Massachusetts	12,365	11,601	6.6%	126.2	115.3	9.5%	97.4
Michigan	12,596	12,458	1.1%	126.8	118.0	7.5%	94.1
Minnesota	14,697	14,724	-0.2%	121.0	110.7	9.3%	91.3
Mississippi	8,530	9,497	-10.2%	180.0	182.3	-1.3%	91.0
Missouri	12,159	13,075	-7.0%	144.4	156.9	-8.0%	101.0
Montana	11,645	11,382	2.3%	112.8	110.4	2.2%	100.1
Nebraska	14,465	16,057	-9.9%	129.4	143.5	-9.8%	99.9
Nevada	18,522	19,486	-4.9%	174.3	181.3	-3.9%	98.9
New Hampshire	14,368	13,245	8.5%	124.8	108.9	14.6%	94.7
New Jersey	12,417	11,798	5.2%	139.2	132.9	4.7%	100.5
New Mexico	12,710	14,857	-14.5%	172.9	189.0	-8.5%	93.5
New York	12,219	11,972	2.1%	123.1	119.5	3.0%	99.1
North Carolina	13,795	14,139	-2.4%	172.8	179.9	-3.9%	101.6
Ohio	13,664	13,861	-1.4%	135.6	141.4	-4.1%	102.8
Oklahoma	13,780	15,966	-13.7%	163.9	178.6	-8.2%	94.0
Oregon	15,854	16,787	-5.6%	196.7	188.9	4.1%	90.7
Pennsylvania	12,107	11,976	1.1%	138.7	141.9	-2.3%	103.4
Rhode Island	10,791	9,879	9.2%	107.4	103.5	3.8%	105.3
South Carolina	15,730	17,181	-8.4%	186.1	192.1	-3.1%	94.5
Tennessee	12,212	12,541	-2.6%	163.2	174.2	-6.3%	103.9
Texas	17,200	19,432	-11.5%	181.0	193.9	-6.7%	94.8
Utah	18,520	20,089	-7.8%	142.4	137.5	3.6%	89.0
Vermont	10,596	8,785	20.6%	104.8	91.4	14.7%	105.2
Virginia	13,141	13,606	-3.4%	153.4	165.4	-7.3%	104.1
Washington	16,463	16,823	-2.1%	197.2	179.7	9.7%	89.2
Wisconsin	12,554	12,444	0.9%	121.2	113.9	6.4%	94.8

Note 1: States displayed are those that have sufficient sample size and sufficient days open for reporting. Regardless of display, all responses are included in the "All States" value for nationwide results.

Note 2: Results are based on weighting by facility type and state.

YTD July 2010 Rounds Played

The PerformanceTrak rounds played comparison report for year-to-date July 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. Private facilities and Municipal / Military / University facilities are down the most at -4.4% and -6.1%, respectively. Private held ground compared to June YTD and Municipals slipped slightly compared to YTD a month ago. Daily Fee / Semi-Private facilities are down 2.8%. Resort facilities are the best performers, almost even at -0.2% year-to-date. On a YTD basis, Days open are down 1.5%. The days open decline explains a portion of the rounds played decline. During the month, the PerformanceTrak Customer Service Team heard numerous examples of heat index related rounds declines, along with some course and hole closures due to turf issues from heat and humidity.

Year-to-Date Average Rounds Played / Days Open Comparison						
Facility Type	YTD 2010 Rounds Played	YTD 2009 Rounds Played	% Change	YTD 2010 Days Open	YTD 2009 Days Open	% Change
Private	11,254	11,770	-4.4%	150.3	154.2	-2.5%
Daily Fee	15,343	15,793	-2.8%	153.9	155.3	-0.9%
Muni/Mil/Univ	18,615	19,834	-6.1%	156.0	158.8	-1.8%
Resort	13,080	13,107	-0.2%	158.6	159.8	-0.8%
All Facility Types	14,563	15,146	-3.8%	153.4	155.7	-1.5%

YTD July 2010 Golf Fee Revenue

YTD median gross golf fee revenue and YTD golf fee revenue per round are reported below and are also segmented by facility type. YTD revenue per round is reported based on those facilities that *reported both rounds played and golf fee revenue and reported it for both current year and prior year*. For this sample, YTD gross golf fee revenue weighted for all facilities is down 4.4% compared to YTD 2009. Revenue for private facilities is essentially flat. Golf fee revenue declines at public-access facility types ranges from -4.2% YTD at Resort facilities to -6.1% YTD at Municipal/Military / University facilities.

Year-to-Date Golf Fee Revenue and Golf Fee Revenue Per Round						
	Current 2010 Year-to-Date	Prior 2009 Year-to-Date		Current 2010 Year-to-Date	Prior 2009 Year-to-Date	
	Gross Golf Fee Revenue			Golf Fee Revenue Per Round		
Facility Type	Median	Median	% Change	Median	Median	% Change
Private	\$327,838	\$328,484	-.2%	\$26.34	\$25.55	3.1%
Daily Fee	\$474,451	\$501,745	-5.4%	\$27.13	\$27.92	-2.8%
Muni/Mil/Univ	\$556,171	\$592,372	-6.1%	\$25.46	\$25.57	-.4%
Resort	\$999,345	\$1,043,600	-4.2%	\$60.55	\$59.88	1.1%
All Facility Types	\$462,307	\$483,608	-4.4%	\$27.19	\$27.08	.4%

About PerformanceTrak

PGA PerformanceTrak in Cooperation with the NGCOA is the industry's leading rounds and revenue data collection and benchmarking service. Reports are available for 41 PGA Sections, 50 States and 60 local markets. NGCOA report packages are also available for certain local competitive golf markets (CGMs) and where there is sufficient sample, for rate sets within CGMs.

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