

Executive Summary

October 2012 rounds were **down 4.7%** and days open were **down 0.7%** compared to October 2011, based on paired data. For each reporting group there were declines in rounds played this month. Private facilities were **down 3.8%**, Daily Fee / Semi-Private facilities were **down 4.6%**, Municipal facilities were **down 6.4%** and Resort facilities were **down 1.2%**. October 2012 had two fewer weekend days than October 2011. October is the only month in 2012 where this 2 weekend day decrease occurs. Hurricane Sandy also impacted the eastern seaboard during the last week of the month. October results are based on useable responses from **3,002 facilities**.

YTD 2012 rounds played are **up 7.1%** and YTD days open are **up 7.3%**. For YTD figures, the increase in days open provided more available rounds and this supported the opportunity for increases in rounds played.

Only one of four Key Performance Indicators (KPIs) collected and reported by PerformanceTrak was up this month compared to October 2011: merchandise revenue was **up 4.7%**. The three other KPIs were down: golf fee revenue was **down 5.5%**, food & beverage revenue was **down 4.8%** and total facility revenue was **down 1.7%**.

The **Performance Factor** for October 2012 is **96.0** indicating that rounds played per day open are down. The YTD Performance Factor at 99.8 indicates comparable play on a per day basis.

PerformanceTrak At-a-Glance - October 2012					
October 2012 Highlights	October 2012 ^{1,2}	October 2011 ^{1,2}	Change	% Change	Sample Size ³
Mean (Average) Rounds Played - October	1,853	1,944	↓	-4.7%	3,002
Mean (Average) Days Open - October	27.2	27.4	↓	-0.7%	3,002
YTD October 2012 Highlights					
Mean (Average) Rounds Played - YTD	22,786	21,270	↑	7.1%	2,930
Mean (Average) Days Open - YTD	252.8	235.6	↑	7.3%	2,930
October 2012 Median Gross Revenue Per Facility⁴					
Median Golf Fee Revenue - October	\$55,421	\$58,874	↓	-5.5%	1,258
Median Merchandise Revenue - October	\$11,182	\$10,676	↑	4.7%	1,099
Median Food & Beverage Revenue - October	\$37,683	\$39,588	↓	-4.8%	784
Median Total Revenue - October	\$150,255	\$152,873	↓	-1.7%	940
YTD October 2012 Median Gross Revenue Per Facility					
Median Golf Fee Revenue - YTD	\$720,359	\$670,209	↑	7.5%	1,163
Median Merchandise Revenue - YTD	\$131,950	\$120,400	↑	9.6%	1,012
Median Food & Beverage Revenue - YTD	\$403,248	\$379,406	↑	6.3%	729
Median Total Revenue - YTD	\$1,720,724	\$1,647,956	↑	4.4%	873
Performance Factor⁵					
	Index				
October 2012	96.0				
YTD October 2012	99.8				

¹ Rounds played, days open, and revenue data are as of November 22, 2012.

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

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

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

⁵ Performance Factor is an index of rounds played per day open, where 100.00 represents consistent play on a per day basis.

⁶ Total facility revenue is comprised of Golf, Merchandise and F&B revenue (those metrics measured by PerformanceTrak) and further includes any and all other revenue items at a facility including dues and membership fees.

YTD October 2012 Rounds Played by Facility Type

The PerformanceTrak rounds played comparison report for October 2012 YTD is below with statistics by facility type including average rounds played, same month year-to-year comparison, days open, and days open change. 2012 YTD rounds played remain up for all facility types. The days open increase supports and may explain a portion of the rounds played increases for all facility types. The first ten months of 2012 were the warmest of any year on record for the contiguous United States. 21 states had record warm temperatures for this period and an additional 25 states were within their top ten warmest periods on record. YTD Wyoming and Nebraska have been their record driest while the state of Washington had their fourth wettest period. Additionally, the Gulf Coast and parts of the Northeast were wetter than average. Record warm weather earlier in this period appeared to contribute to the supply of available golf which in turn provided golfers with the opportunities to take advantage of it for a majority of the year.

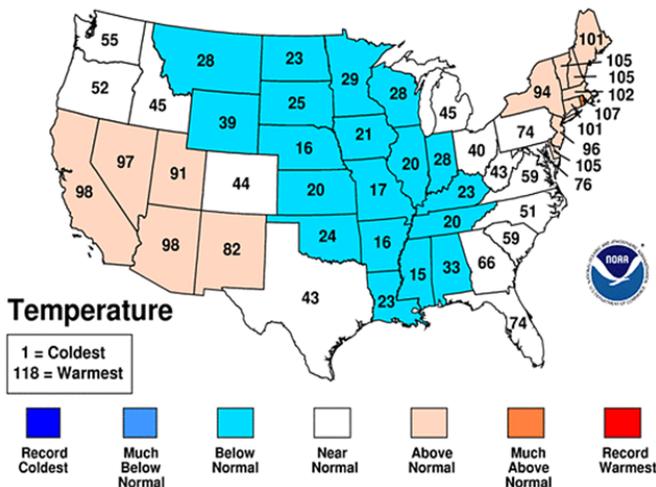
Year-to-Date Average Rounds Played / Days Open Comparison						
Facility Type	YTD 2012 Rounds Played	YTD 2011 Rounds Played	% Change	YTD 2012 Days Open	YTD 2011 Days Open	% Change
Private	17,608	16,530	6.5%	245.4	230.4	6.5%
Daily Fee	23,971	22,263	7.7%	254.7	235.6	8.1%
Muni/Mil/Univ	28,927	27,058	6.9%	260.3	243.3	7.0%
Resort	20,858	19,901	4.8%	253.6	240.4	5.5%
All Facility Types	22,786	21,270	7.1%	252.8	235.6	7.3%

October Weather Summary

As an element of the PerformanceTrak newsletter, we are providing supplemental third-party weather information that may indicate significant impacts this year and/or comparisons to last year's weather. We use this information to view possible relationships regarding rounds played, days open and revenue data points although this weather information is just one part of the benchmarking dynamic and should be viewed accordingly. There were **19** states that had monthly temperatures *below* average all within the vertical mid-section of the U.S. while the Northeast and the Southwest carried above-normal October temperatures. Regardless of some record precipitation in the Northeast, 7 of 10 states had an increase in rounds played. At the very end of October, "Sandy" brought a multitude of severe weather events across the eastern third of the U.S. due to the exceptional size and uniqueness of the storm. We expect to see an impact from "Sandy" in next month's results. States in the central Midwest experienced a large dust storm which is a possible factor to their decrease in rounds played of up to 19% this month. While localized weather affects golf facilities where they are specifically, the macro level weather trend for 2012 is significant across the country.

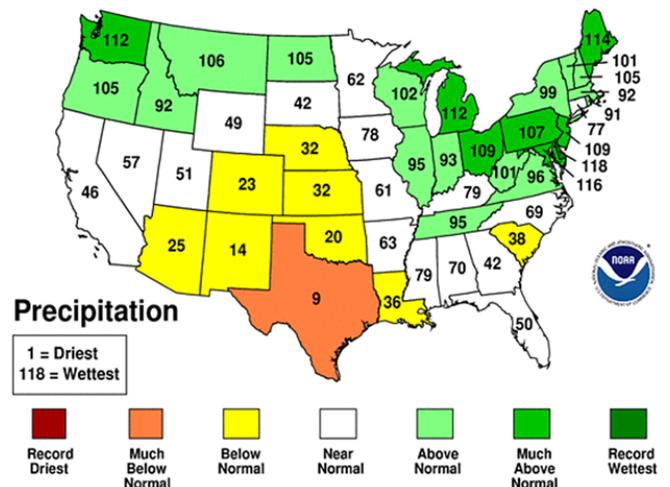
October 2012 Statewide Ranks

National Climatic Data Center/NESDIS/NOAA



October 2012 Statewide Ranks

National Climatic Data Center/NESDIS/NOAA



For the maps above: The numeric value within an area represents where it falls within the rank from 1 to 118 which covers the historical period of 1895-present (118 years). It is sorted from highest to lowest value (Coldest/Driest to Warmest/Wettest). For example, if the value equals 18 on the 1 to 118 scale, it represents the 18th coldest / driest period on record. A value of 116 would represent the 3rd warmest / wettest.

Monthly State by State Performance – October 2012

State-by-state results below are for monthly rounds played and monthly days open. Also reported is the *Performance Factor* which takes into consideration rounds changes compared to the days open changes. **17** states had an **increase in rounds played** for October 2012. Of these, 5 states had a decrease in days open and 2 states had no change in days open this October. Again, California had no change in days open but a decrease in rounds played. Based on the Performance Factor, the top 5 states are Rhode Island, Idaho, Pennsylvania, Vermont and Maryland. The bottom 5 states by Performance Factor are North Dakota, Wisconsin, Illinois, Minnesota and South Dakota. The bottom 5 states all had below normal temperatures for October while the top 5 had near- or above-normal temperatures.

PerformanceTrak Monthly State Results by Rounds % Change for October 2012							
State	Rounds Played			Days Open			Performance Factor
	Current Year	Previous Year	% Change	Current Year	Previous Year	% Change	
All United States	1,853	1,944	-4.7%	27.2	27.4	-0.7%	96.0
Vermont	1,085	939	15.5%	29.8	27.5	8.4%	106.6
Pennsylvania	1,647	1,447	13.8%	26.2	24.9	5.2%	108.2
Rhode Island	1,718	1,582	8.6%	24.9	25.3	-1.6%	110.3
Idaho	1,568	1,486	5.5%	26.3	27.5	-4.4%	110.3
North Dakota	1,043	997	4.6%	21.8	16.2	34.6%	77.7
Maryland	2,295	2,221	3.3%	27.8	28.5	-2.5%	105.9
New Mexico	1,861	1,804	3.2%	29.3	29.1	0.7%	102.5
Florida	2,337	2,273	2.8%	28.5	27.8	2.5%	100.3
Georgia	2,191	2,133	2.7%	29.0	29.0	0.0%	102.7
Texas	2,762	2,692	2.6%	29.0	28.8	0.7%	101.9
Connecticut	1,755	1,724	1.8%	25.6	23.3	9.9%	92.7
New Hampshire	1,990	1,966	1.2%	29.6	27.5	7.6%	94.0
Arkansas	1,227	1,215	1.0%	28.6	27.5	4.0%	97.1
Arizona	2,118	2,104	0.7%	20.5	20.5	0.0%	100.7
Massachusetts	1,774	1,764	0.6%	26.7	26.3	1.5%	99.1
New York	1,559	1,550	0.6%	24.7	25.0	-1.2%	101.8
South Carolina	2,657	2,645	0.5%	29.2	29.3	-0.3%	100.8
Maine	1,023	1,025	-0.2%	25.6	25.9	-1.2%	101.0
Alabama	2,047	2,063	-0.8%	29.6	29.5	0.3%	98.9
New Jersey	1,832	1,847	-0.8%	25.1	24.9	0.8%	98.4
Virginia	2,173	2,190	-0.8%	27.5	27.8	-1.1%	100.3
Hawaii	2,045	2,063	-0.9%	30.4	29.4	3.4%	95.9
Tennessee	2,136	2,183	-2.2%	28.4	27.8	2.2%	95.8
North Carolina	2,163	2,215	-2.3%	28.5	29.1	-2.1%	99.7
Colorado	1,840	1,890	-2.6%	25.8	25.4	1.6%	95.8
Ohio	1,516	1,556	-2.6%	27.3	26.8	1.9%	95.6
Nevada	3,126	3,219	-2.9%	29.2	28.6	2.1%	95.1
Louisiana	1,713	1,766	-3.0%	28.9	29.0	-0.3%	97.3
Kentucky	1,433	1,480	-3.2%	26.7	25.4	5.1%	92.1
Utah	2,677	2,769	-3.3%	26.9	27.5	-2.2%	98.8
California	3,131	3,245	-3.5%	26.6	26.6	0.0%	96.5
West Virginia	756	787	-3.9%	29.1	30.3	-4.0%	100.0
Washington	1,947	2,029	-4.0%	29.4	30.2	-2.6%	98.6
Oklahoma	2,183	2,324	-6.1%	27.9	28.0	-0.4%	94.3
Wyoming	855	912	-6.3%	24.7	25.2	-2.0%	95.6
Oregon	1,559	1,725	-9.6%	29.0	29.9	-3.0%	93.2
Delaware	1,889	2,104	-10.2%	27.4	29.8	-8.1%	97.6
Mississippi	1,482	1,669	-11.2%	27.1	28.5	-4.9%	93.4
Missouri	1,894	2,158	-12.2%	28.3	29.4	-3.7%	91.2
Michigan	1,110	1,314	-15.5%	24.9	26.3	-5.3%	89.2
Montana	877	1,050	-16.5%	22.6	23.9	-5.4%	88.3
Iowa	1,213	1,470	-17.5%	29.2	30.1	-3.0%	85.1
Kansas	1,933	2,352	-17.8%	28.4	28.6	-0.7%	82.8
Indiana	1,201	1,478	-18.7%	25.8	27.0	-4.4%	85.0
Nebraska	1,204	1,486	-19.0%	27.5	29.1	-5.5%	85.7
Illinois	1,558	2,008	-22.4%	28.2	28.8	-2.1%	79.2
Wisconsin	1,207	1,606	-24.8%	28.3	29.6	-4.4%	78.6
Minnesota	1,267	1,713	-26.0%	26.8	28.9	-7.3%	79.8
South Dakota	917	1,264	-27.5%	21.4	23.7	-9.7%	80.3

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.

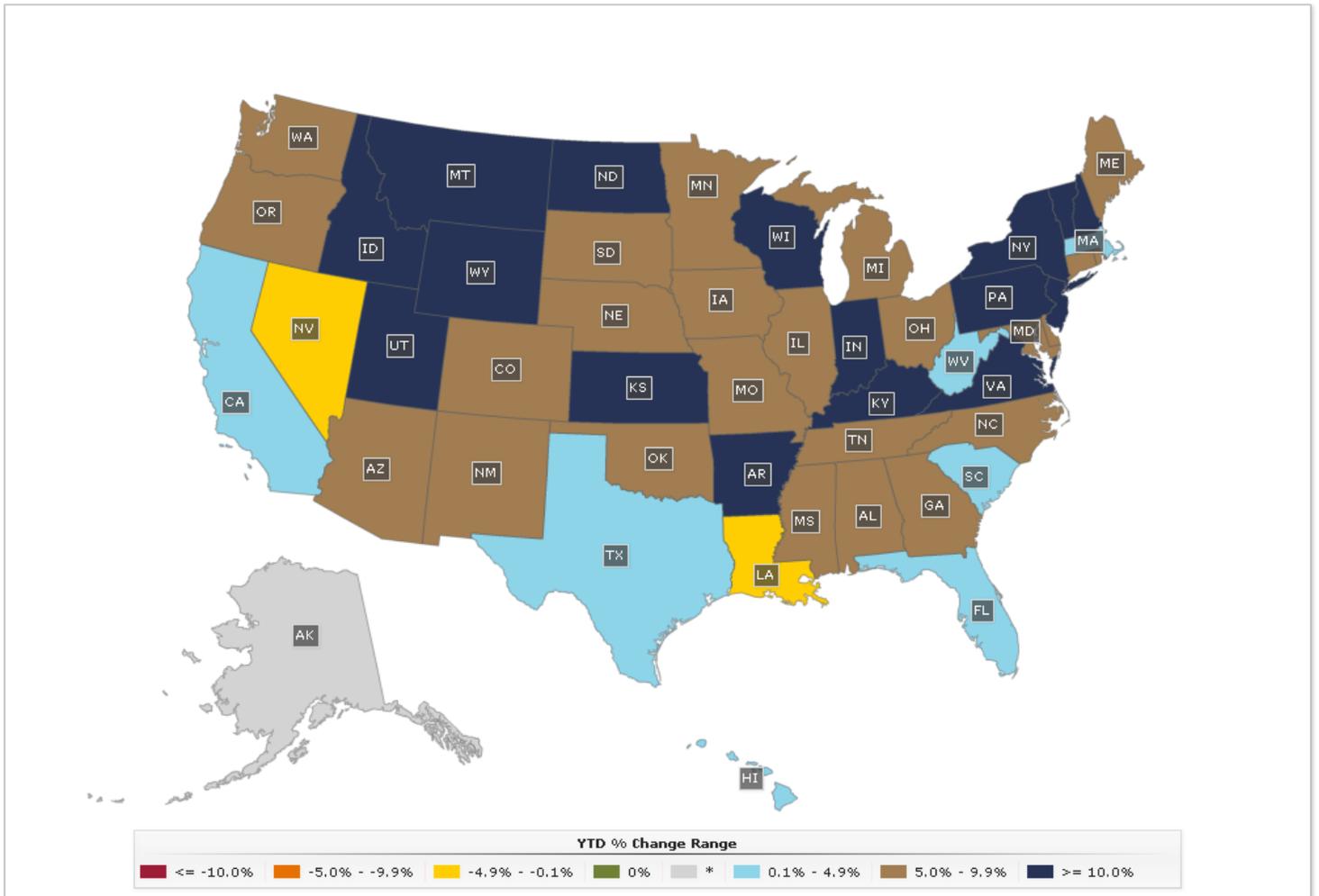
One of PerformanceTrak's benefits is to display not only the percent change, but also the actual weighted average values for the current month and the same month prior year. Finally, the state-by-state map on the following page shows a thematic map of these various percent changes. The map is automated and tied to the state-by-state percent changes, it uses the actual monthly percent change values (in groupings) to give a quick graphical summary of results across the country.

YTD October 2012 Gross Golf Fee Revenue Percent Change by State

The map below provides **YTD results** for October 2012 compared to October 2011 with an **YTD** percent change range. **16** states have golf fee revenue increases over 10%. This is in line with some of the largest rounds played increases as noted above. Louisiana's YTD golf fee revenue dropped further, down 2.4%. Their overall volume is virtually flat with YTD rounds played at 0.4% due to Louisiana's private facility play which is up 6%. Nevada's YTD golf fee revenue is down slightly at 0.4%. YTD values are based on a sufficient average monthly sample size for the year for the local market, state or section.

The * symbol (grey area) indicates there was an insufficient number of responses.

PerformanceTrak: U.S. Map of Golf Fee Revenue Year-to-Date % Change by State - October 2012



October Revenue Summary

This summary is from the data set of rounds and golf fee revenue responses where facilities provided both data points (both rounds played and golf fee revenue). Therefore the sample here for rounds played is different than the overall rounds sample from results presented in prior pages within the newsletter. The data below is for monthly median gross golf fee revenue and revenue per round played. 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 YTD data has been included below as well. Note that in the winter months, there often are variances in golf fee revenue per round due to factors such as lower rounds volume along with period-based revenue collection such as season pass revenue.

Monthly Golf Fee Revenue and Golf Fee Revenue Per Round						
	October 2012	October 2011		October 2012	October 2011	
	Gross Golf Fee Revenue			Golf Fee Revenue Per Round		
Facility Type	Median	Median	% Change	Median	Median	% Change
Private	\$39,453	\$39,403	0.1%	\$23.80	\$23.43	1.6%
Daily Fee	\$55,957	\$60,419	-7.4%	\$25.67	\$25.77	-0.4%
Muni/Mil/Univ	\$64,848	\$70,496	-8.0%	\$22.56	\$22.58	-0.1%
Resort	\$135,204	\$138,040	-2.1%	\$51.70	\$52.47	-1.5%
All Facility Types	\$55,421	\$58,674	-5.5%	\$25.54	\$25.51	.1%

Year-to-Date Golf Fee Revenue and Golf Fee Revenue Per Round						
	Current 2012 Year-to-Date	Prior 2011 Year-to-Date		Current 2012 Year-to-Date	Prior 2011 Year-to-Date	
	Gross Golf Fee Revenue			Golf Fee Revenue Per Round		
Facility Type	Median	Median	% Change	Median	Median	% Change
Private	\$454,303	\$421,393	7.8%	\$24.06	\$24.33	-1.1%
Daily Fee	\$750,267	\$700,681	7.1%	\$26.28	\$26.81	-2.0%
Muni/Mil/Univ	\$887,298	\$814,228	9.0%	\$23.76	\$23.50	1.1%
Resort	\$1,727,832	\$1,633,426	5.8%	\$52.59	\$52.60	0.0%
All Facility Types	\$720,359	\$670,209	7.5%	\$26.21	\$26.70	-1.8%

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 PGA Sections, States and over 70 local markets. NGCOA report packages are also available for local competitive golf markets (CGMs) and for rate sets within CGMs. Reports include data for each metric (e.g. median golf fee revenue), not just the percent change, for rounds played and 4 Key Performance Indicators. A dedicated team at the PGA of America National Office gathers this data monthly to support participation and benchmark reporting across the country and to assist with customer service inquiries. PerformanceTrak has a high standard regarding data quality. Information submitted is reviewed for significant changes and outliers, feedback is gathered from users regarding their specific operations and their local area and any outlier of data is omitted from reporting. PerformanceTrak is a fully online, web-based service with real-time reports available 24/7. Flexibility of data submission is offered to all users when a non-online approach is needed.

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