

## Executive Summary

January 2015 started out on a high note with rounds up 8.7% over January 2014. This month over month increase is in line with the increase in the average number of days open in January 2015 in comparison to January 2014. Most of the increase in rounds played occurred in the Northwest, Southwest, Southern and Midwest/Ohio Valley Regions with the exception of Wisconsin which was closed for play in January.

With an increase in rounds played for January, golf facilities posted positive gains across each of the key facility revenues collected through PerformanceTrak. Growth in median revenues for the month of January 2015 in comparison to January 2014 ranged from up 6.2% for golf fee revenues to 9.1% for food and beverage revenues.

PerformanceTrak At-a-Glance - January 2015				
January 2015 Highlights	January 2015 <sup>1</sup>	January 2014 <sup>1</sup>	Change	% Change
Mean (Average) Rounds Played - January	841	775	↑	8.5%
Mean (Average) Days Open - January	12.8	11.7	↑	9.4%
<b>YTD January 2015 Highlights</b>				
Mean (Average) Rounds Played - YTD	841	775	↑	8.5%
Mean (Average) Days Open - YTD	12.8	11.7	↑	9.4%
<b>January 2015 Median Gross Revenue Per Facility<sup>2</sup></b>				
Median Golf Fee Revenue - January	\$30,229	\$28,467	↑	6.2%
Median Merchandise Revenue - January	\$4,628	\$4,344	↑	6.5%
Median Food & Beverage Revenue - January	\$20,536	\$18,823	↑	9.1%
Median Total Revenue - January <sup>4</sup>	\$105,853	\$98,960	↑	7.0%
<b>YTD January 2015 Median Gross Revenue Per Facility<sup>2</sup></b>				
Median Golf Fee Revenue - YTD	\$30,229	\$28,467	↑	6.2%
Median Merchandise Revenue - YTD	\$4,628	\$4,344	↑	6.5%
Median Food & Beverage Revenue - YTD	\$20,536	\$18,823	↑	9.1%
Median Total Revenue - YTD <sup>4</sup>	\$105,853	\$98,960	↑	7.0%
<b>Performance Factor<sup>3</sup></b>	<b>Index</b>			
January 2015	99.2			
YTD January 2015	99.2			
<sup>1</sup> Rounds played, days open, and revenue data are weighted by state and facility type. <sup>2</sup> Median gross revenues exclude responses where one value of the paired data was missing (i.e., a \$0 value). <sup>3</sup> Performance Factor is an index of rounds played per day open, where 100.00 represents consistent play on a per day basis. <sup>4</sup> 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.				

## January 2015 State-by-State Performance

State-by-state results below are for January rounds played and days open for 2015 in comparison to 2014. A total of **30** states reported increases or the same amount of play for the month of January versus last year. Two states reported increases with fewer days open (Colorado and Oklahoma).

PerformanceTrak Monthly State Results by Rounds % Change for January 2015							
State	Rounds Played			Days Open			Performance Factor
	Current Year	Previous Year	% Change	Current Year	Previous Year	% Change	
All United States	841	775	8.5%	12.8	11.7	9.4%	99.2
Rhode Island	26	5	420.0%	4.1	2.0	105.0%	253.7
Iowa	63	20	215.0%	1.3	0.6	116.7%	145.4
Indiana	38	13	192.3%	2.0	0.4	400.0%	58.5
Nebraska	261	95	174.7%	8.1	4.2	92.9%	142.5
Illinois	38	14	171.4%	2.1	0.9	133.3%	116.3
Missouri	346	134	158.2%	17.4	7.6	128.9%	112.8
Kentucky	235	97	142.3%	12.8	5.6	128.6%	106.0
West Virginia	51	26	96.2%	3.5	3.2	9.4%	179.3
Ohio	35	18	94.4%	3.3	2.1	57.1%	123.7
Idaho	181	97	86.6%	6.4	4.4	45.5%	128.3
Kansas	639	359	78.0%	19.1	14.2	34.5%	132.3
Utah	967	624	55.0%	13.8	7.6	81.6%	85.3
Georgia	890	579	53.7%	24.2	20.2	19.8%	128.3
Wyoming	19	13	46.2%	1.0	0.8	25.0%	116.9
Alabama	766	542	41.3%	25.4	20.1	26.4%	111.8
Tennessee	572	412	38.8%	20.7	15.7	31.8%	105.3
Montana	31	23	34.8%	0.9	0.9	0.0%	134.8
South Carolina	1,395	1,036	34.7%	27.2	24.5	11.0%	121.3
North Carolina	735	561	31.0%	21.9	19.1	14.7%	114.3
Colorado	320	260	23.1%	6.4	7.3	-12.3%	140.4
Arkansas	520	429	21.2%	20.0	18.0	11.1%	109.1
Florida	3,718	3,094	20.2%	30.1	28.1	7.1%	112.2
Mississippi	696	593	17.4%	21.9	19.4	12.9%	104.0
Oregon	1,029	901	14.2%	27.7	26.8	3.4%	110.5
Virginia	377	331	13.9%	16.8	12.4	35.5%	84.1
Louisiana	945	854	10.7%	23.6	22.9	3.1%	107.4
Washington	1,097	1,062	3.3%	23.7	23.4	1.3%	102.0
Hawaii	3,143	3,139	0.1%	30.6	30.3	1.0%	99.1
Michigan	2	0	*	0.1	0	*	
Connecticut	8	8	0.0%	0	0	*	
Oklahoma	881	883	-0.2%	18.4	20.6	-10.7%	111.7
Nevada	1,659	1,683	-1.4%	22.8	22.1	3.2%	95.5
California	3,222	3,357	-4.0%	29.1	29.3	-0.7%	96.6
Pennsylvania	37	39	-5.1%	4.1	4.8	-14.6%	111.1
Delaware	185	196	-5.6%	5.4	8.7	-37.9%	152.1
Maryland	170	186	-8.6%	12.0	12.7	-5.5%	96.7
Arizona	3,400	3,848	-11.6%	27.5	29.7	-7.4%	95.4
New Jersey	70	82	-14.6%	7.4	5.9	25.4%	68.1
Texas	1,243	1,518	-18.1%	19.7	23.7	-16.9%	98.5
Massachusetts	35	46	-23.9%	2.8	1.5	86.7%	40.8
New Mexico	591	881	-32.9%	14.9	21.3	-30.0%	95.9
New York	22	41	-46.3%	1.1	1.1	0.0%	53.7
Maine	0	0	*	0	0	*	
Minnesota	0	0	*	0	0	*	
New Hampshire	0	0	*	0	0	*	
Vermont	0	0	*	0	0	*	
Wisconsin	0	0	*	0	0	*	

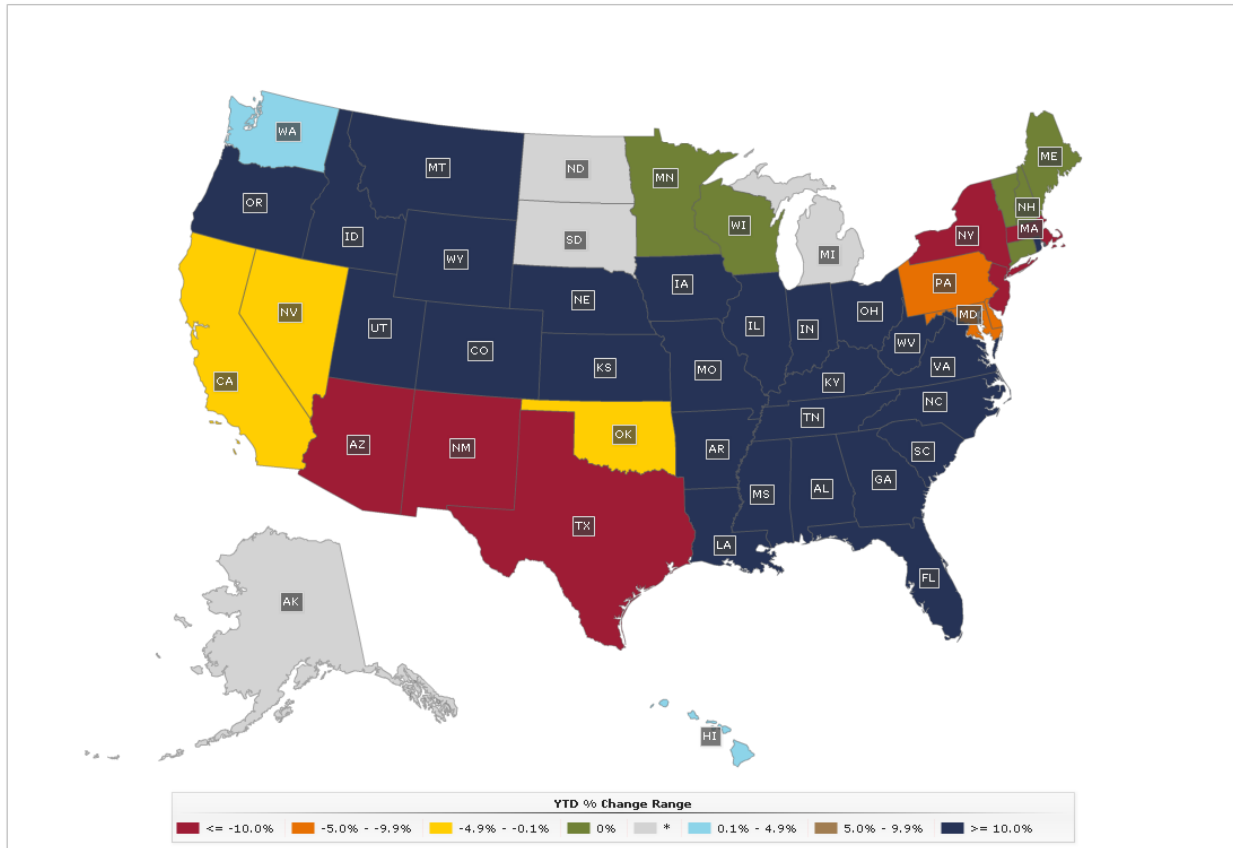
Note 1: States displayed are those that have sufficient sample size and sufficient days open for reporting. Regardless of display, all responses are included in the "All States" value for nationwide results.

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

## PerformanceTrak State Results and Weather – January 2015 Recap

When accounting for weather, a total of **27** states showed growth in rounds played per day open January 2015 compared to January 2014. Due to the time of year, there were five states that reported no days open or rounds played for this month.

PerformanceTrak: U.S. Map of Rounds Played Year-to-Date % Change by State - January 2015

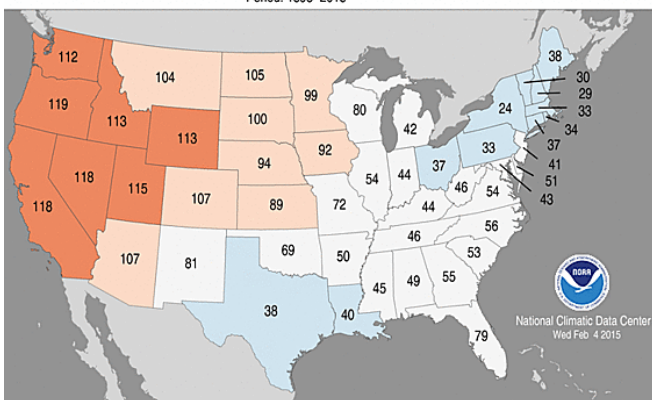


For the map above, the grey areas indicate zero rounds played in the current year or prior year. Alaska, North Dakota and South Dakota were the only states with insufficient number of responses to report data. Michigan reported zero rounds in the prior year.

Below are weather maps for **Jan 2015**. This provides a look at weather conditions for the year and correlates with available play. Six states were wetter than usual and reported decreases in play this month and states with warmer than average temperatures reported increases in play. Severe-to-exceptional dry conditions continue in California and Nevada with Oregon also experiencing these conditions in January 2015.

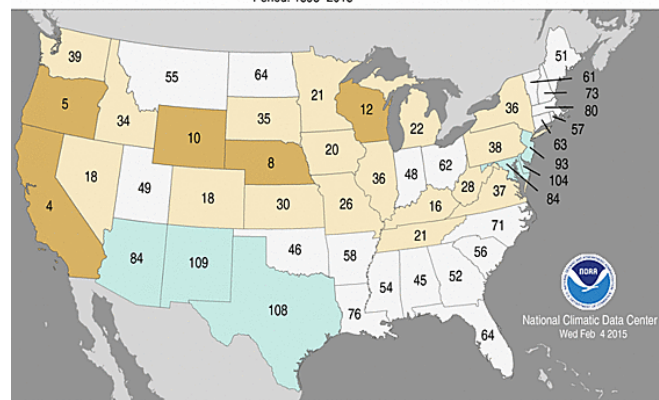
Statewide Average Temperature Ranks

January 2015  
Period: 1895-2015



Statewide Precipitation Ranks

January 2015  
Period: 1895-2015

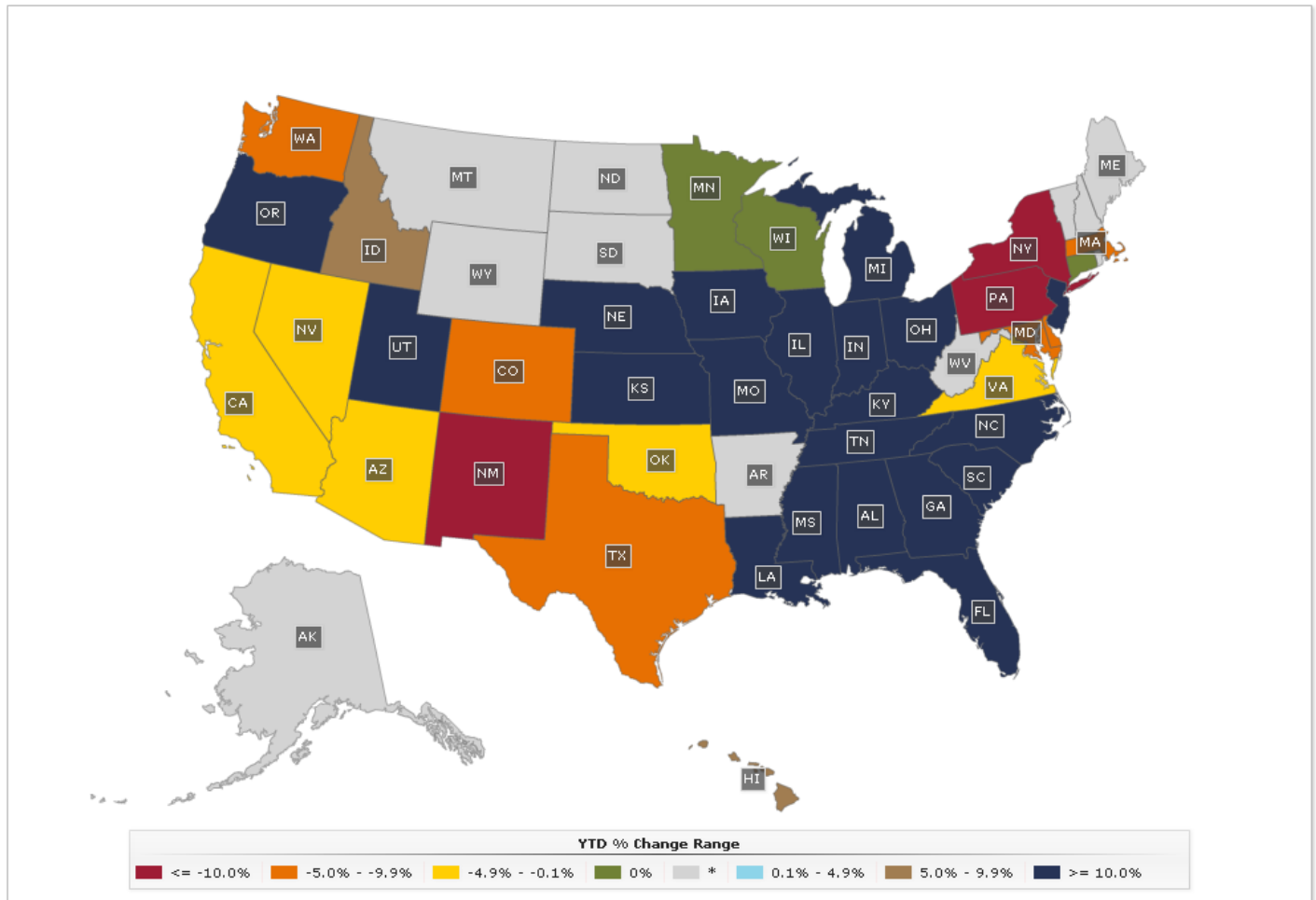


For the maps above: The numeric value within an area represents where it falls within the rank from 1 to 121 which covers the historical period of record-keeping (121 years). It is sorted from highest to lowest value (Coldest/Driest to Warmest/Wettest). For example, if the value equals 13 on the 1 to 121 scale, it represents the 13th coldest / driest period on record. A value of 109 would represent the 13th warmest / wettest.

## January 2015 Gross Golf Fee Revenue Percent Change by State

The color-coded map on the following page provides January 2015 gross golf fee revenue results compared to January 2014 based on a percent change range. There were 23 states with January 2015 gross golf fee revenue increases over the prior year. The top 5 states with golf fee revenue increases over last January were Nebraska, Kentucky, Iowa, Missouri and Georgia.

PerformanceTrak: U.S. Map of Golf Fee Revenue Year-to-Date % Change by State - January 2015



## **About PerformanceTrak**

**PGA PerformanceTrak in Cooperation with the NGCOA** is the industry's leading rounds and revenue data reporting and operational benchmarking service. Reports are available nationally and by state, PGA Section and markets for over 70 local markets. A dedicated team at the PGA of America National office gathers 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.

## **Contact Us**

### **Nicole Ferguson-Sutherland, PerformanceTrak Supervisor**

The PGA of America Phone: (800) 477-6465 Ext. 8574 Email: NFerguson@pgahq.com

### **Paul Metzler, Senior Director of Research**

The PGA of America Phone: (800) 477-6465 Ext. 8433 Email: PMetzler@pgahq.com

### **For Media Inquiries: Randy Stutzman**

The PGA of America Phone: (800) 477-6465 Ext. 8438 Email: RStutzman@pgahq.com

### **For NGCOA members: Joe Rice**

National Golf Course Owners Association Phone: (800) 933-4262 Ext. 222 E-mail: JRice@ngcoa.org