

PRICING			
FEATURE	\$49 PER MONTH	\$99 PER MONTH	\$149 PER MONTH
Electronic Submission	℞	℞	℞
ORCA Dashboard(s)	℞	℞	℞
Current Month at a Glance		℞	℞
ORCA Summary		℞	℞
Trailing 18 Months		℞	℞
DoW + Weekday/Weekend			℞
Daily for Month			℞
Channel Mix at a Glance			℞
RateGroup by DayPart			℞

ORCA REPORT COMPONENTS

ELECTRONIC SUBMISSION OF DATA – Certain electronic tee sheet providers are able to connect to the secure ORCA Reporting platform via an API. This allows participating courses to submit data automatically. Other courses can provide an electronic file for manual upload.

ORCA DASHBOARD – provides a snapshot of certain Key Performance Indicators (KPIs) for the time period being reported. Channel Mix, Rate Mix, ZIP CODE distribution are provided. In addition, courses participating on a 3rd Party Marketing platform can have the Barter Opportunity Cost calculated. Participating facilities can select two ORCA Heat Maps containing important KPIs to display.

CURRENT MONTH AT A GLANCE – last month’s reporting of the subject property’s four KPIs, four time dimensions and compares it to the subject property’s self-selected Competitive Set of golf courses (Comp Set). Not only is the raw data from each KPI reported for the subject property and the Comp Set but so is the subject property’s Index as well as the Percentage Change as compared to the same period for the previous year.

ORCA SUMMARY SUBJECT PROPERTY VS. COMP SET + MARKET SEGMENTS – allows the subject property to review the four KPIs and Percentage Changes across the four time dimensions (Current Month, Year to Date, Trailing 3 Months, Trailing 12 Months). This data is compared to the Comp Set. In addition, data from the larger market is also displayed on this page, including other facilities in the subject property’s management type, Submarket and Market. Also included in this tab is aggregated Supply, Demand and Census data for the reported market.

TRAILING 18 MONTHS – provides a month to month comparison spanning 18 months of data as well as the percentage change compared to previous periods twelve months ago. In addition to this time dimension, the four KPIs, Percentage Change, Index and RANK are provided. RANK is the absolute position among the subject property’s Comp Set for each reported KPI. This tab also includes an easy to read line chart which shows how the subject property KPI Indexes compare over time.

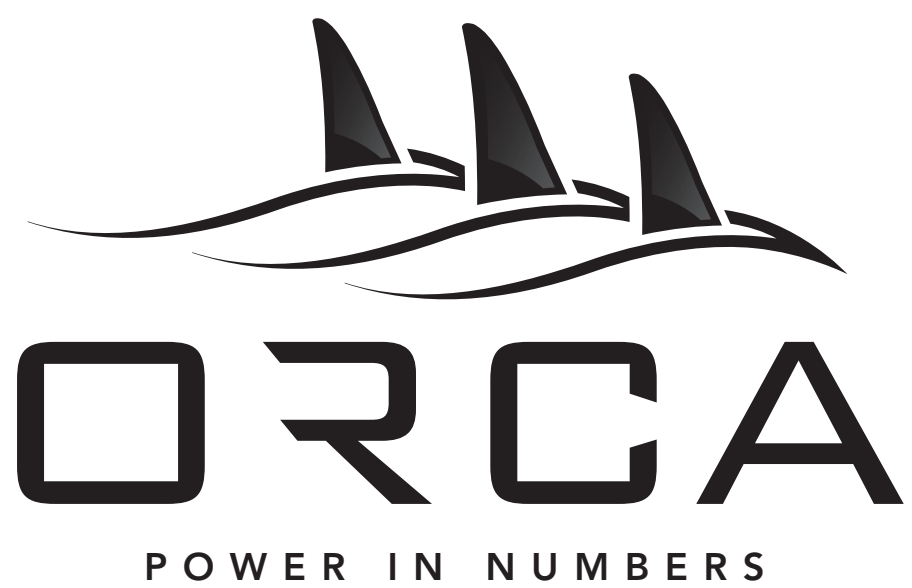
PARTICIPATION TAB – details which courses are providing data to the Comp Set calculation. It also calls out any holidays or calendar dates to note for the period being reported.

DAY OF THE WEEK AND WEEKDAY/WEEKEND COMBO – gives the subject property the ability to compare its four KPIs, Index and Percentage Change to its Comp Set for the four time dimension on a Day of the Week and Weekday/Weekend basis. Another easy to read bar chart provides a comparison of Occupancy and ADR on a Day of the Week basis.

DAILY DATA FOR THE MONTH – allows the subject property to compare KPIs, Percent Change and Index on a day-by-day basis for each day of the month for the period being reported.

CHANNEL MIX AT A GLANCE – allows the subject property to break out the five major channels of distribution sources (Golf Shop, Golf Course Website, 3rd Party Website, Call Center and Barter) as a percentage of all rounds and compare this data to its Comp Set for the period. Actual percentage as well as Index and Percentage Change from previous periods are reported.

RATE GROUP BY DAYPART– provides the golf course operator with the ability to look at Occupancy, RevPAR and ARPR across each of the seven Rate Groups (Public, Cardholder, Member, Group, Promo, Comp and Barter) and each two-hour increment of the day. Not only can you see your golf facilities performance but you have the added benefit of being able to see the performance of your competitive set as well. This most detailed look at your operation provides actionable intelligence to help you drive more revenue for your facility.



THE ORCA REPORT

Best known as “killer whales,” ORCAs are very social animals. They travel together, cooperate to hunt prey and are known to imitate other species to teach and learn from each other. In this case, perhaps we can learn from them.

ORCA is an acronym for Occupancy, Revenue per Available Round, Channel Mix and Average Revenue per Round. These are all Key Performance Indicators (KPIs) that are useful to golf operators in this competitive age. And like the orca itself, the ORCA report allows you to compare your data to that of your competitive set of golf courses with the ultimate goal of improving everyone’s results through improved knowledge.

OUR STORY

We bring more than 100 years of combined experience in the tee-time marketing space. In fact, our principals created the system that became GolfNow. The original intent of the system was to provide an avenue to dispose of off-peak and unsold tee times. Today third party systems sell upwards of 70% of primetime inventory. That may be good or bad. In either case, the ORCA report will give you real-time data and information that can help you make decisions on price and availability.

WHAT WE PROVIDE

Monthly, we produce a series of detailed reports driven from your data for you to use as a management tool. This report is similar to the proven STAR Report used as a bible in the hotel industry. We measure:

- 4 Key Performance Indicators (KPI)
 - **Occupancy** – the number of rounds sold as a percentage of rounds capacity
 - **Revenue per Available Round** – the capture of revenue as a percentage of capacity
 - **Channel Mix** – where your rounds come from, including direct to you, your website, third party resellers, call center, barter, etc.
 - **Average Rate per Round** – the average rate you are achieving based on daily sales
- 4 Different Time Dimensions
 - Current Month
 - Year to Date
 - Trailing 3 Months
 - Trailing 12 Months
- Competitive Set – We provide blind data on a set of 4 competitors that you select. This is presented as an average of competitive courses and ranked against your course for all KPIs.

REPORTS

We generate more than a dozen reports on your KPIs. A sample of a monthly snapshot is below.

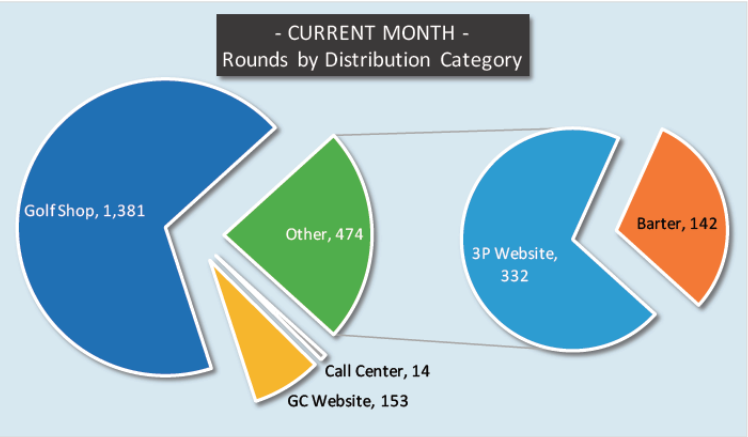
MONTHLY PERFORMANCE SNAPSHOT - My Course vs. Competitive Set

October 2015												
	Occupancy (%)			RevPAR (\$)			Channel Mix (%)			ARPR (\$)		
	My Course	Comp Set	Index (OCCI)	My Course	Comp Set	Index (PARI)	My Course	Comp Set	Index (CHMI)	My Course	Comp Set	Index (ARRI)
Current Month	28.4	27.2	104.4	16.42	18.18	90.3	80.3	87.7	91.6	57.85	66.90	86.5
Year To Date	34.7	42.3	82.0	22.41	25.12	89.2	77.5	86.0	90.1	64.66	59.37	108.9
Running 3 Month	27.5	30.0	91.7	11.73	12.37	94.8	75.3	83.8	89.9	42.72	41.26	103.5
Running 12 Month	32.8	42.5	77.2	21.89	26.20	83.5	77.6	86.4	89.8	66.82	61.70	108.3

October 2015 vs. 2014 Percent Change (%)												
	Occupancy (%)			RevPAR (\$)			Channel Mix (%)			ARPR (\$)		
	My Course	Comp Set	Index (OCCI)	My Course	Comp Set	Index (PARI)	My Course	Comp Set	Index (CHMI)	My Course	Comp Set	Index (ARRI)
Current Month	115.3	24.0	173.6	85.6	-10.1	206.5	17.1	-2.2	119.7	-13.8	-27.5	118.9
Year To Date	50.3	9.8	136.9	24.2	-2.4	127.3	5.8	-2.9	109.0	-17.4	-11.1	92.9
Running 3 Month	68.1	8.6	154.8	46.1	-20.8	184.5	21.0	-3.0	124.7	-13.1	-27.1	119.2
Running 12 Month	37.2	6.2	129.2	15.6	-1.0	116.8	2.8	-2.9	105.9	-15.8	-6.7	90.2

DASHBOARDS

During the onboard process, we help you customize your dashboards to see the data that is most usefull to you. Sample dashboards are shown below.



	-Rnds	-ARPR		-Rnds	-ARPR	-Est. Rev
Call Center	14	\$62.86				
Barter	142	\$0.00				
GC Website	153	\$56.17	Barter-EZCC	4	\$42.52	\$ 170
3P Website	332	\$53.75	Barter-EZWS	30	\$42.52	\$ 1,276
Golf Shop	1,381	\$42.47	Barter-GN	108	\$42.52	\$ 4,592
Grand Total	2,022	\$42.52	Grand Total	142		\$ 6,037

YOUR JOB

Once your golf facility is onboarded to the ORCA platform all you need to do is export a file of your monthly data. You will provide this electronically once per month during the first couple of days after the end of the previous month. Of course it would be your responsibility to review the ORCA Report on a monthly basis and use it as a guideline to increase the financial performance of your golf facility!

HOW TO GET STARTED

Getting started is simple. We guide you through an onboarding interview where we discuss the different channels of distribution your facility uses to market tee times and the types of rate categories at your golf facility. Decisions about these elements will determine how your data is displayed and compared to your competitive set of golf facilities. During this interview we will help you decide which other golf facilities make up your comp set. These will be the courses you want to use as a target to compare KPIs. Depending on the technology platforms employed at your golf facility we help you identify where to obtain the information necessary to submit via the monthly data export.

OUR CONFIDENTIAL COMMITMENT

We sign a confidentiality agreement that states your data will not be identified in any way. It will only be combined with other courses to produce aggregate data in a competitive set for those who have selected you.

