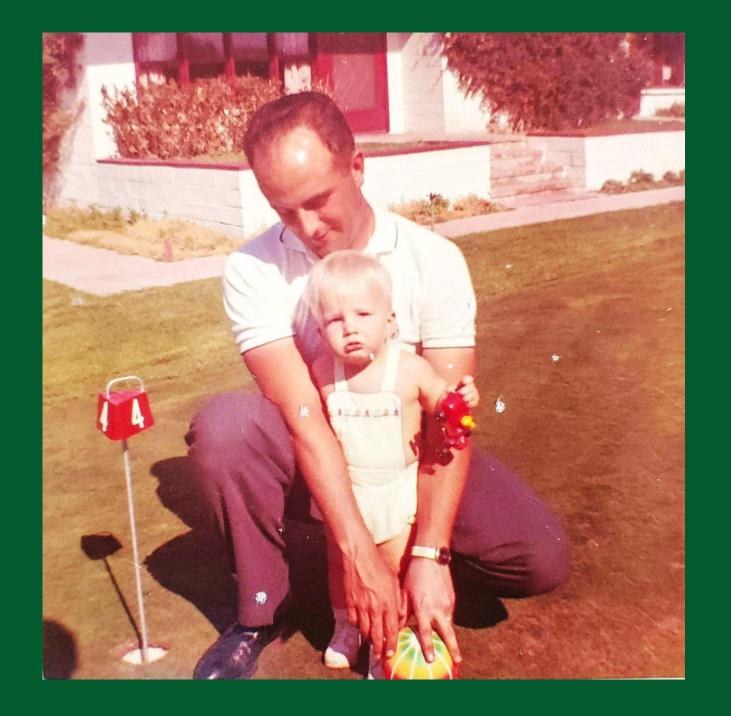


## SAGACITY GOLF



# A BRIEF HISTORY of the of the

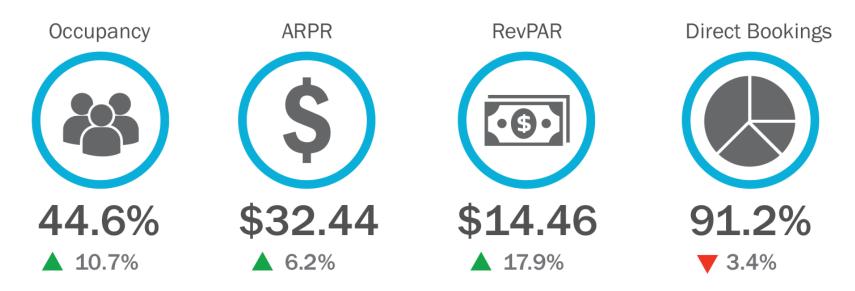


#### **Know Your Numbers**



#### **Washington DC DMA**

Jun, Jul, Aug





#### **Know Your Numbers**



Report #1 - Monthly Performance Snapshot - My Course vs. Competitive Set



For the month of: July 2019 Date Created: August 13, 2019 Monthly Competitive Set Data Includes Subject Property

July 2019												
	Occupancy (%)			ARPR (\$)			RevPAR (\$)			Channel Mix (%)		
	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	26.0	29.2	89.0	38.63	33.30	115.9	10.05	9.71	104.1	85.2	70.3	121.2
Year To Date	55.5	60.0	92.5	87.03	73.25	118.7	48.29	43.94	110.0	94.0	80.9	116.2
Running 3 Month	37.7	40.6	92.9	49.69	41.56	119.5	18.73	16.86	110.7	88.7	72.3	122.7
Running 12 Month	52.3	55.4	94.4	81.22	69.59	116.7	42.49	38.55	110.1	93.4	82.2	113.6

	July 2019 vs. 2018 Percent Change (%)											
	Occupancy			ARPR			RevPAR			Channel Mix		
	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	4.0	11.9	92.1	6.3	-4.3	110.6	11.0	6.6	104.4	11.1	-9.9	121.0
Year To Date	6.3	2.9	103.4	6.7	2.2	104.5	13.6	5.0	108.6	5.4	-2.2	107.6
Running 3 Month	14.2	17.0	97.2	9.7	0.2	109.5	25.5	17.4	108.1	5.7	-8.9	114.6
Running 12 Month	3.4	0.7	102.7	8.1	4.0	104.1	12.1	4.9	107.2	2.3	-0.1	102.4



## \$50,000



## Stop worrying about the whitespace.







### Convert!







### Three ways to grow green fee revenue



- •50/20 Rule
- Stop Worrying
- Convert





Three ways to grow green fee revenue.

