

Benchmark by Sagacity

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Sample Course Monthly Benchmark

For the month of: July 2019

The Competitive Set Includes Subject Property

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

Sample Course Monthly Benchmark



For the month of: July 2019 Date Created: August 08, 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	45.5	54.5	83.5	47.29	67.28	70.3	21.50	36.67	58.6	75.9	88.7	85.6
Year To Date	59.4	64.9	91.5	99.20	100.03	99.2	58.97	64.96	90.8	78.0	87.8	88.8
Running 3 Month	43.7	44.9	97.3	45.19	54.30	83.2	19.76	24.36	81.1	71.3	84.9	84.0
Running 12 Month	62.8	67.0	93.7	98.24	100.11	98.1	61.68	67.09	92.0	77.4	87.7	88.3

July 2019 vs. 2018 Percent Change (%)

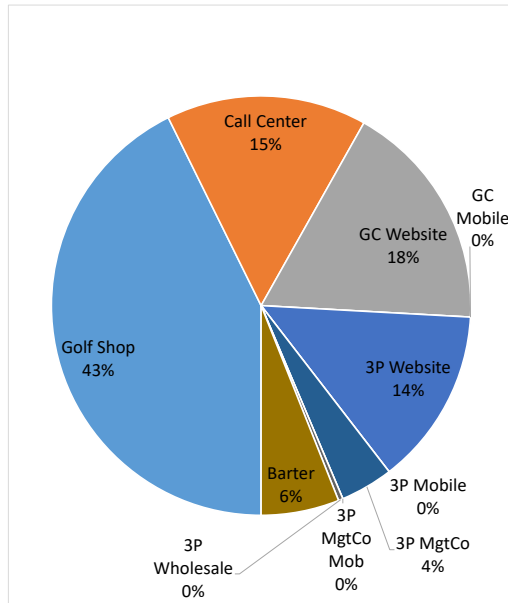
	Occupancy			ARPR			RevPAR			Channel Mix		
	My Course	Comp Set	Index (OCCI)	My Course	Comp Set	Index (PARI)	My Course	Comp Set	Index (CHMI)	My Course	Comp Set	Index (ARRI)
Current Month	-18.2	12.1	73.0	-13.1	7.0	81.2	-28.8	19.9	59.4	4.1	-1.3	105.5
Year To Date	-1.7	17.8	83.4	13.2	0.3	112.9	11.5	18.4	94.2	-2.5	-2.4	99.9
Running 3 Month	-4.0	11.4	86.2	-3.4	7.5	89.9	-7.0	20.2	77.4	0.7	-4.2	105.1
Running 12 Month	-0.8	14.9	86.3	9.0	0.3	108.7	8.2	15.5	93.7	-2.6	-1.8	99.2

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Dashboard #1 - Distribution Dashboard

Sample Course

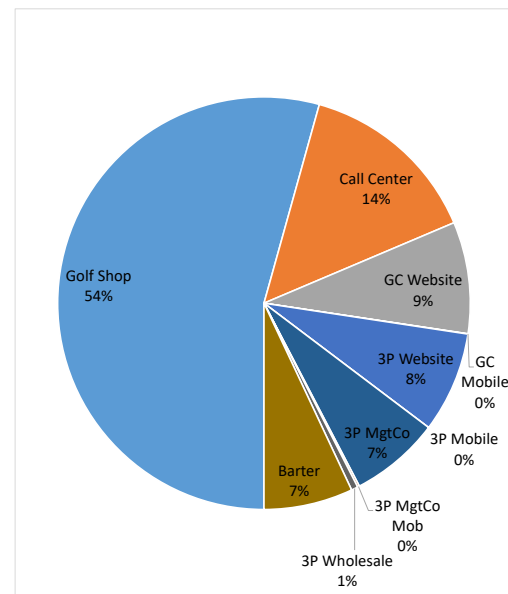
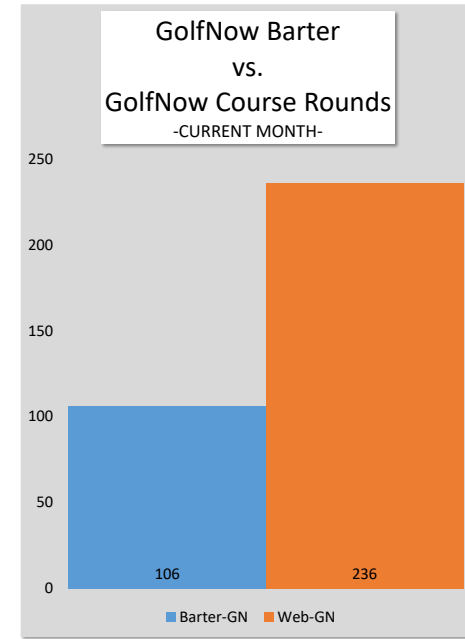
For the month of: July 2019 Date Created: August 08, 2019 Monthly Competitive Set Data Includes Subject Property



	Total Rounds	Percentage	Average Rate Per Round
Golf Shop	1,099	42.7%	\$44.35
Call Center	398	15.5%	\$57.36
GC Website	456	17.7%	\$46.27
GC Mobile			
3P Website	352	13.7%	\$67.59
3P Mobile			
3P MgtCo	105	4.1%	\$45.75
3P MgtCo Mob			
3P Wholesale	9	0.3%	\$50.00
Barter	155	6.0%	\$0.00
Total	2,574		

	-Rnds	-ARPR	-Est. Rev	% OCC
--	--	--	--	--
--	--	--	--	--
Barter-EZCC	4	\$50.47	\$201.88	77.1%
Barter-EZWS	45	\$60.82	\$2,736.96	50.1%
Barter-GN	105	\$55.88	\$5,866.91	59.7%
Total	154	\$57.18	\$8,805.75	57.4%

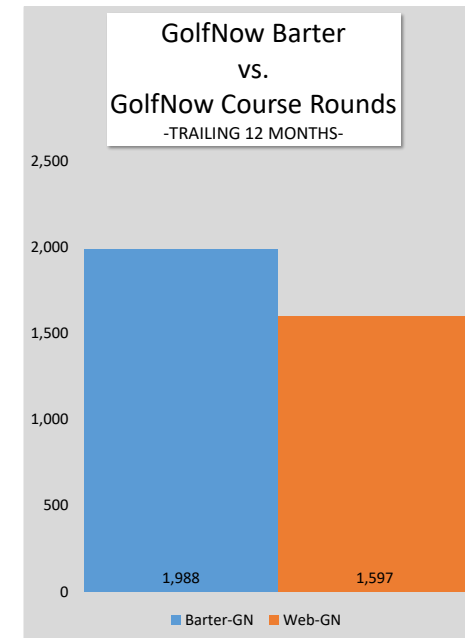
BARTER RND\$ W/O OPPY. COST 1



	Total Rounds	Percentage	Average Rate Per Round
Golf Shop	22,936	54.3%	\$99.85
Call Center	6,036	14.3%	\$106.64
GC Website	3,693	8.7%	\$138.40
GC Mobile	10	0.0%	\$142.95
3P Website	3,336	7.9%	\$130.86
3P Mobile			
3P MgtCo	2,978	7.1%	\$74.74
3P MgtCo Mob	64	0.2%	\$86.30
3P Wholesale	218	0.5%	\$169.11
Barter	2,948	7.0%	\$0.00
Total	42,219		

	-Rnds	-ARPR	-Est. Rev	% OCC
--	--	--	--	--
--	--	--	--	--
Barter-EZCC	45	\$130.43	\$5,869.39	64.5%
Barter-EZWS	907	\$106.28	\$96,398.06	48.4%
Barter-GN	1,919	\$89.82	\$172,368.63	57.5%
Total	2,871	\$95.66	\$274,636.08	54.7%

BARTER RND\$ W/O OPPY. COST 77

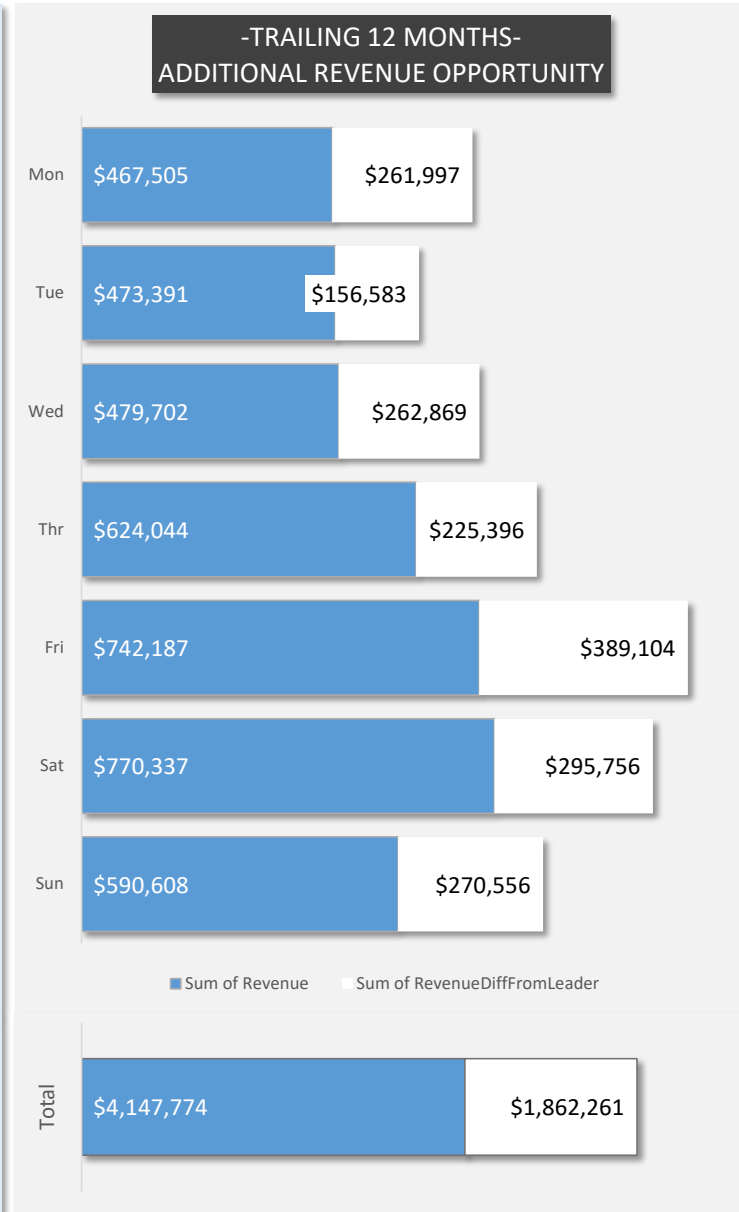
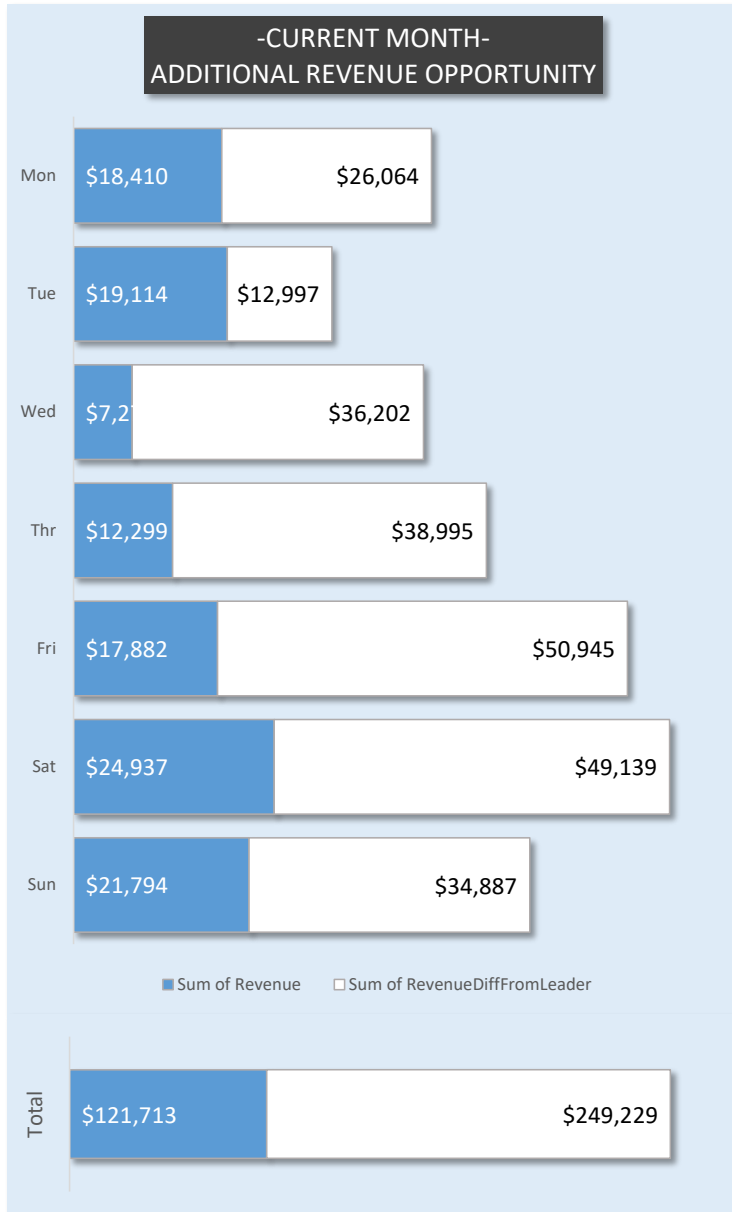


Dashboard #3 -Additional Revenue Opportunity vs. Competitive Set Leader

Sample Course



For the month of: July 2019 Date Created: August 08, 2019 Monthly Competitive Set Data Includes Subject Property



Report #7 - DayPart Segmentation by Rate Group - Current Month -ALL DAYS

Sample Course



For the month of: July 2019 Date Created: August 08, 2019 Monthly Competitive Set Data Includes Subject Property

Current Month	Occupancy (%)						Percentage of Rounds Sold (%)																							
	Total			Public			Cardholder			Promo			Packages			Member			Group			Comp			Barter					
	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index
Open-8:00AM	49.9	56.8	87.9	20.2	30.4	66.4	11.6	22.4	51.8	31.5	19.6	160.7	--	--	--	26.6	5.9	450.8	8.5	15.5	54.8	1.6	6.2	25.8	--	--	--			
8-10:00AM	54.5	65.9	82.7	23.9	30.4	78.6	7.6	12.8	59.4	40.6	19.7	206.1	--	--	--	15.9	4.3	369.8	4.3	27.0	15.9	5.5	5.5	100.0	2.0	0.3	666.7			
10-12:00PM	42.4	43.7	97.0	29.0	31.8	91.2	11.0	13.9	79.1	32.9	20.6	159.7	--	--	--	1.5	0.5	300.0	6.5	23.2	28.0	3.3	5.6	58.9	15.9	4.4	361.4			
12-2:00PM	24.4	33.7	72.4	37.1	28.9	128.4	10.5	11.9	88.2	27.5	21.6	127.3	--	--	--	1.2	0.8	150.0	2.9	14.2	20.4	12.3	17.7	69.5	8.5	5.0	170.0			
2-4:00pm	205.7	302.8	67.9	28.7	44.3	64.8	7.7	12.0	64.2	45.9	22.0	208.6	--	--	--	1.7	0.2	850.0	--	6.5	--	13.3	14.5	91.7	2.8	0.5	560.0			
4-Close	--	--	--	9.1	39.0	23.3	18.2	15.0	121.3	63.6	16.4	387.8	--	--	--	9.1	0.5	1820.0	--	4.7	--	--	23.9	--	--	0.5	--			
Total	45.5	54.5	83.5	26.2	31.8	82.4	9.9	15.1	65.6	35.2	20.3	173.4	--	--	--	12.2	3.0	406.7	5.4	19.5	27.7	5.4	8.6	62.8	5.7	1.8	316.7			
% Change																														
Open-8:00AM	22.6	12.7	87.9	-57.5	-17.1	51.3	-40.2	-14.7	70.1	96.6	-0.2	197.0	--	--	--	1291.4	965.1	130.6	21.0	54.3	78.4	-80.6	-9.1	21.3	--	--	--			
8-10:00AM	-15.0	9.5	82.7	-39.1	-20.9	77.0	-32.8	-10.9	75.4	29.3	-17.3	156.3	--	--	--	3574.4	3643.6	98.2	-57.9	66.7	25.3	5.3	-16.7	126.4	4.5	-32.4	154.6			
10-12:00PM	-22.2	9.4	97.0	-17.9	-6.8	88.1	-2.2	8.3	90.3	50.1	-7.8	162.8	--	--	--	-49.7	-59.5	124.2	55.7	45.5	107.0	-52.4	-12.3	54.3	-9.7	-38.9	147.8			
12-2:00PM	-51.4	6.1	72.4	47.5	-4.7	154.8	80.5	3.0	175.2	11.0	-8.0	120.7	--	--	--	-86.3	-74.6	53.9	-31.5	73.8	39.4	41.5	42.7	99.2	-62.7	-54.8	82.5			
2-4:00pm	3.4	47.6	67.9	-10.7	1.3	88.2	164.5	-3.7	274.7	28.5	11.9	114.8	--	--	--	-82.3	-91.3	203.4	--	73.8	--	-5.5	-17.4	114.4	-21.3	-26.5	107.1			
4-Close	--	--	--	-34.5	18.2	55.4	140.4	--	--	-4.5	-43.3	168.4	--	--	--	63.6	-58.7	396.1	--	--	--	--	-22.0	--	--	--	--			
Total	-18.2	12.2	83.5	-26.8	-12.0	83.2	-9.1	-6.5	97.2	37.5	-8.8	150.8	--	--	--	232.2	182.8	117.5	-14.7	57.5	54.2	-27.5	-0.3	72.7	-44.3	-48.3	107.7			

Current Month	ARPR (\$)																										
	Total			Public			Cardholder			Promo			Packages			Member			Group			Comp			Barter		
	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index	My Crse	Comp Set	Index
Open-8:00AM	47.44	71.64	66.2	69.63	90.72	76.8	47.52	67.16	70.8	73.03	83.29	87.7	--	--	--	1.15	18.63	6.2	52.93	74.98	70.6	0.00	0.00	--	--	--	
8-10:00AM	50.54	72.11	70.1	74.09	90.39	82.0	45.55	73.12	62.3	64.42	77.54	83.1	--	--	--	1.82	17.14	10.6	65.71	71.29	92.2	0.00	0.00	0.00	0.00	0.00	
10-12:00PM	46.59	70.00	66.6	65.67	89.46	73.4	40.01	57.13	70.0	61.52	69.95	87.9	--	--	--	0.00	136.88	0.0	45.00	80.04	56.2	0.00	0.00	0.00	0.00	0.00	
12-2:00PM	44.78	60.40	74.1	68.51	83.55	82.0	40.97	58.05	70.6	48.98	64.87	75.5	--	--	--	12.50	183.52	6.8	48.27	98.25	49.1	0.00	0.00	0.00	0.00	0.00	
2-4:00pm	39.95	47.93	83.4	56.29	58.78	95.8	37.25	54.03	68.9	45.02	52.73	85.4	--	--	--	15.00	15.00	100.0	--	58.12	--	0.00	0.00	0.00	0.00	0.00	
4-Close	43.36	36.49	118.8	49.00	54.82	89.4	45.00	61.50	73.2	41.29	25.87	159.6	--	--	--	49.00	49.00	100.0	--	30.00	--	--	0.00	--	--	0.00	--
Total	47.29	67.28	70.3	68.57	85.01	80.7	43.56	64.77	67.3	62.15	72.43	85.8	--	--	--	1.82	28.27	6.4	53.44	76.62	69.7	0.00	0.00	0.00	0.00	0.00	
% Change																											
Open-8:00AM	-30.2	5.4	66.2	-15.7	15.7	72.9	-24.7	0.3	75.1	-6.1	17.7	79.8	--	--	--	-93.4	--	--	-5.8	21.6	77.5	--	--	--	--	--	--
8-10:00AM	-25.4	4.9	71.1	-6.7	12.5	82.9	-23.5	6.8	71.6	-16.4	8.5	77.1	--	--	--	--	--	--	21.5	7.2	113.3	--	--	--	--	--	--
10-12:00PM	2.9	13.8	90.4	1.8	15.0	88.5	-19.3	-5.4	85.3	3.1	24.3	82.9	--	--	--	-100.0	-17.9	0.0	-47.3	-0.2	52.8	--	--	--	--	--	
12-2:00PM	6.5	10.6	96.3	-14.2	2.1	84.0	-20.3	-5.4	84.2	-21.0	4.5	75.6	--	--	--	120.6	163.4	83.8	-33.9	33.2	49.6	--	--	--	--	--	
2-4:00pm	7.6	1.6	105.9	3.9	-2.8	106.9	-24.1	2.7	73.9	-2.4	-1.2	98.8	--	--	--	108.7	-87.5	1669.6	--	101.2	--	--	--	--	--	--	--
4-Close	25.4	9.6	114.4	-1.2	-2.1	100.9	--	--	--	2.0	-19.6	126.9	--	--	--	292.0	292.0	100.0	--	--	--	--	--	--	--	--	--
Total	-13.0	6.9	81.4	-8.8	9.4	83.4	-23.5	-0.4	76.8	-6.9	11.7	83.3	--	--	--	-70.0	-77.6	133.9	-14.4	10.5	77.5	--	--	--	--	--	--

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