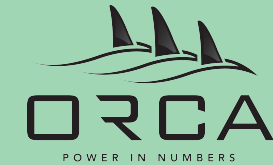


ORCA DMA & Sub-market Report-Summary



Created for Convention & Visitors Bureau
For the Month of May 2016

Create Date: Saturday, June 11, 2016

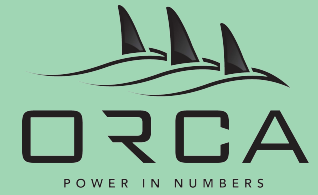
Designated Marketing Area (DMA)	Current Month - May 2016 vs May 2015												Participation			
	OCC (%)			RevPAR (\$)			Channel Mix (%)			ARPR (\$)			EHE's		Holes	
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change	Census	Sample	Census	Sample
Subject DMA	48.1	45.9	▼ -4.4	23.53	21.95	▼ -6.7	81.9	82.6	▲ 0.9	48.95	47.77	▼ -2.4	168.5	36.0	3,033	648
DMA Submarket																
Submarket A	47.8	46.5	▼ -2.7	28.84	27.1	▼ -5.9	81.5	83.2	▲ 2.0	60.32	58.34	▼ -3.3	39.5	21.0	711	378
Submarket B	--	--	--	--	--	--	--	--	--	--	--	--	30.5	1.0	549	18
Submarket C	60.7	52.9	▼ -13.0	15.95	13.77	▼ -13.7	82.9	79.0	▼ -4.6	26.27	26.04	▼ -0.9	28.0	2.0	504	36
Submarket D	51.9	48.8	▼ -5.9	20.56	18.86	▼ -8.3	82.2	80.9	▼ -1.5	39.60	38.63	▼ -2.5	15.0	4.0	270	72
Submarket E	42.1	39.8	▼ -5.5	11.02	9.89	▼ -10.3	80.0	81.4	▲ 1.8	26.19	24.86	▼ -5.1	22.0	8.0	396	144
Subject DMA - Daily Fee	51.4	48.3	▼ -6.1	24.3	21.79	▼ -10.3	83.0	82.9	▼ -0.1	47.25	45.13	▼ -4.5	115.0	24.0	2,070	432
Subject DMA - Resort	39.6	40.2	▲ 1.4	22.2	22.76	▲ 2.5	77.9	81.0	▲ 4.0	56.08	56.67	▲ 1.1	35.0	9.0	630	162
Subject DMA - Municipal	49.0	45.2	▼ -7.8	17.8	17.93	▲ 0.8	84.7	87.0	▲ 2.8	36.28	39.65	▲ 9.3	18.5	3.0	333	54
Subject DMA - 18 Hole Facilities	49.3	46.6	▼ -5.4	15.5	14.62	▼ -5.9	80.6	80.7	▲ 0.2	31.52	31.36	▼ -0.5	124.5	17.0	2,241	306
Subject DMA - 18+ Hole Facilities	47.0	45.3	▼ -3.5	30.6	28.45	▼ -7.1	83.0	84.2	▲ 1.5	65.18	62.75	▼ -3.7	44.0	19.0	792	342

Designated Marketing Area (DMA)	Year to Date - May 2016 vs May 2015												Participation			
	OCC (%)			RevPAR (\$)			Channel Mix (%)			ARPR (\$)			EHE's		Holes	
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change	Census	Sample	Census	Sample
Subject DMA	67.8	66.9	▼ -1.4	45.39	44.08	▼ -2.9	82.64	83.63	▲ 1.2	66.90	65.90	▼ -1.5	168.5	36.0	3,033	648
DMA Submarket																
Submarket A	63.2	63.9	▲ 1.1	54.79	53.8	▼ -1.8	83.2	84.6	▲ 1.7	86.68	84.15	▼ -2.9	39.5	21.0	711	378
Submarket B	--	--	--	--	--	--	--	--	--	--	--	--	30.5	1.0	549	18
Submarket C	86.5	78.1	▼ -9.7	30.03	27.62	▼ -8.0	84.8	82.8	▼ -2.4	34.74	35.38	▲ 1.9	28.0	2.0	504	36
Submarket D	72.4	70.5	▼ -2.7	39.09	37.78	▼ -3.3	80.5	82.2	▲ 2.1	53.96	53.60	▼ -0.7	15.0	4.0	270	72
Submarket E	75.9	72.8	▼ -4.2	27.14	24.94	▼ -8.1	80.8	81.0	▲ 0.3	35.75	34.27	▼ -4.1	22.0	8.0	396	144
Subject DMA - Daily Fee	72.4	71.4	▼ -1.4	45.00	43.51	▼ -3.3	82.4	83.2	▲ 1.0	62.17	60.97	▼ -1.9	115.0	24.0	2,070	432
Subject DMA - Resort	55.4	55.1	▼ -0.6	47.38	46.29	▼ -2.3	83.1	84.4	▲ 1.6	85.44	84.00	▼ -1.7	35.0	9.0	630	162
Subject DMA - Municipal	77.4	72.3	▼ -6.6	35.22	36.31	▲ 3.1	85.5	89.2	▲ 4.3	45.49	50.19	▲ 10.3	18.5	3.0	333	54
Subject DMA - 18 Hole Facilities	76.3	73.8	▼ -3.2	32.99	31.52	▼ -4.4	81.1	81.8	▲ 0.9	43.25	42.72	▼ -1.2	124.5	17.0	2,241	306
Subject DMA - 18+ Hole Facilities	60.4	60.8	▲ 0.7	56.40	55.22	▼ -2.1	84.4	85.6	▲ 1.4	93.44	90.89	▼ -2.7	44.0	19.0	792	342

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Source 2016 The ORCA Report®

ORCA DMA & Sub-market Report Including Raw Data



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For the Month of May 2016

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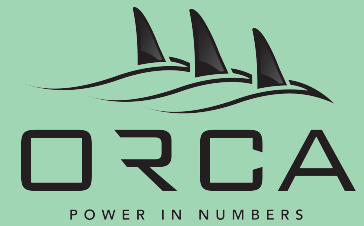
Current Month - May 2016 vs May 2015									
Designated Marketing Area (DMA)	Supply			Demand			Revenue		
	2015	2016	% Chg	2015	2016	% Chg	2015	2016	% Chg
Subject DMA	295,217	295,217	0.0	141,903	135,642	-4.4	6,946,613	6,479,268	-6.7
DMA Submarket									
Submarket A	172,697	172,697 ▲	0.0	141,903	135,642 ▼	-4.4	4,980,394	4,688,127 ▼	-5.9
Submarket B	--	--	--	--	--	--	--	--	--
Submarket C	16,336	16,336 ▲	0.0	9,921	8,636 ▼	-13.0	260,618	224,893 ▼	-13.7
Submarket D	49,008	49,008 ▲	0.0	25,443	23,931 ▼	-5.9	1,007,666	924,365 ▼	-8.3
Submarket E	49,008	49,008 ▲	0.0	20,620	19,493 ▼	-5.5	540,117	484,609 ▼	-10.3

Year to Date - May 2016 vs May 2015									
Designated Marketing Area (DMA)	Supply			Demand			Revenue		
	2015	2016	% Chg	2015	2016	% Chg	2015	2016	% Chg
Subject DMA	1,153,630	1,160,565	0.6	782,648	776,324	-0.8	52,361,816	51,157,192	-2.3
DMA Submarket									
Submarket A	674,950	679,005 ▲	0.6	426,669	434,137 ▲	1.8	36,981,818	36,530,942 ▼	-1.2
Submarket B	--	--	--	--	--	--	--	--	--
Submarket C	63,824	64,208 ▲	0.6	55,176	50,125 ▼	-9.2	1,916,735	1,773,608 ▼	-7.5
Submarket D	191,472	192,624 ▲	0.6	138,711	135,773 ▼	-2.1	7,484,632	7,277,635 ▼	-2.8
Submarket E	191,472	192,624 ▲	0.6	145,368	140,162 ▼	-3.6	5,197,493	4,803,443 ▼	-7.6

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ORCA Multi-DMA Comparison



Created for Convention & Visitors Bureau

Create Date: Saturday, June 11, 2016

For the Month of May 2016

Designated Marketing Area (DMA)	Current Month - May 2016 vs May 2015											
	OCC (%)			RevPAR (\$)			Channel Mix (%)			ARPR (\$)		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
	Subject DMA	48.1	45.9 ▼	-4.4	23.53	21.95 ▼	-6.7	81.9	82.6 ▲	0.9	48.95	47.77 ▼
Competitive DMA A	43.9	44.7 ▲	1.8	17.13	18.09 ▲	5.6	86.9	90.7 ▲	4.4	39.01	40.45 ▲	3.7
Competitive DMA B	34.1	36.9 ▲	8.2	17.71	19.27 ▲	8.8	92.78	93.38 ▲	0.6	51.88	52.21 ▲	0.6
Competitive DMA C	38.6	35.3 ▼	-8.6	18.98	18.88 ▼	-0.5	89.53	85.07 ▼	-5.0	49.13	53.49 ▲	8.9
Competitive DMA D	39.2	36.1 ▼	-7.9	8.58	8.42 ▼	-1.9	79.51	84.82 ▲	6.7	21.87	23.30 ▲	6.5

Participation			
EHE's		Holes	
Census	Sample	Census	Sample
167.5	36.0	3,015	648
46.5	13.0	837	234
151.5	8.0	2,727	144
47.0	17.0	846	306
40.5	8.0	729	144

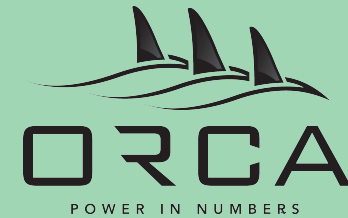
Designated Marketing Area (DMA)	Year to Date - May 2016 vs May 2015											
	OCC (%)			RevPAR (\$)			Channel Mix (%)			ARPR (\$)		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
	Subject DMA	67.8	66.9 ▼	-1.4	45.39	44.08 ▼	-2.9	82.6	83.6 ▲	1.2	66.90	65.90 ▼
Competitive DMA A	59.6	56.9 ▼	-4.5	24.65	23.83 ▼	-3.3	86.3	89.3 ▲	3.4	41.35	41.87 ▲	1.2
Competitive DMA B	54.2	52.9 ▼	-2.3	26.06	26.67 ▲	2.3	93.17	93.45 ▲	0.3	48.11	50.39 ▲	4.8
Competitive DMA C	69.4	66.5 ▼	-4.1	45.72	45.56 ▼	-0.3	87.93	86.28 ▼	-1.9	65.89	68.50 ▲	4.0
Competitive DMA D	59.8	59.2 ▼	-0.9	16.05	17.15 ▲	6.8	79.50	84.03 ▲	5.7	26.87	28.97 ▲	7.8

Participation			
EHE's		Holes	
Census	Sample	Census	Sample
167.5	36.0	3,015	648
46.5	13.0	837	234
151.5	8.0	2,727	144
47.0	17.0	846	306
40.5	8.0	729	144

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ORCA DMA & Sub-market Report Including Raw Data



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Current Month - May 2016 vs May 2015									
Designated Marketing Area (DMA)	Supply			Demand			Revenue		
	2015	2016	% Chg	2015	2016	% Chg	2015	2016	% Chg
Subject DMA	295,217	295,217	▲ 0.0	141,903	135,642	▼ -4.4	6,946,613	6,479,268	▼ -6.7
Competitive DMA A	123,968	123,968	▲ 0.0	54,445	55,428	▲ 1.8	2,124,090	2,242,010	▲ 5.6
Competitive DMA B	75,032	75,032	▲ 0.0	25,611	27,701	▲ 8.2	1,328,581	1,446,137	▲ 8.8
Competitive DMA C	149,776	149,776	▲ 0.0	57,880	52,878	▼ -8.6	2,843,414	2,828,300	▼ -0.5
Competitive DMA D	74,024	74,024	▲ 0.0	29,038	26,733	▼ -7.9	635,155	622,967	▼ -1.9

Year to Date - May 2016 vs May 2015									
Designated Marketing Area (DMA)	Supply			Demand			Revenue		
	2015	2016	% Chg	2015	2016	% Chg	2015	2016	% Chg
Subject DMA	1,153,630	1,160,565	▲ 0.01	782,648	776,324	▼ -0.8	52,361,816	51,157,192	▼ -2.30
Competitive DMA A	430,378	432,887	▲ 0.01	256,544	246,423	▼ -3.9	10,609,293	10,317,008	▼ -2.75
Competitive DMA B	264,840	265,136	▲ 0.00	143,478	140,335	▼ -2.2	6,902,360	7,072,008	▲ 2.46
Competitive DMA C	529,856	532,928	▲ 0.01	367,683	354,482	▼ -3.6	24,224,854	24,282,373	▲ 0.24
Competitive DMA D	263,664	265,200	▲ 0.01	157,552	157,007	▼ -0.3	4,232,957	4,549,048	▲ 7.47

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