



My Course Example Monthly ORCA Report

For the month of: April 2016

The Competitive Set Includes Subject Property

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

My Course Example 1234 Golf Course Drive, Anywhere CA 95002



For the month of: April 2016 Date Created: May 13, 2016 Monthly Competitive Set Data Includes Subject Property

April 2016

	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	73.3	74.7	98.1	61.15	54.48	112.3	88.6	90.5	97.9	83.48	72.97	114.4
Year To Date	92.4	91.5	101.0	83.20	75.86	109.6	91.5	92.3	99.1	90.01	82.91	108.6
Running 3 Month	93.0	93.2	99.8	84.57	78.40	107.9	91.3	91.9	99.3	90.96	84.13	108.2
Running 12 Month	57.3	61.0	93.9	44.42	41.39	107.2	90.8	91.4	99.3	77.56	67.90	114.3

April 2016 vs. 2015 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	-2.5	1.5	96.1	5.3	6.7	98.7	-7.3	-4.6	97.2	8.2	5.3	102.8
Year To Date	0.2	-4.5	104.9	-2.9	-1.9	99.0	-1.9	-1.9	100.0	-3.2	2.6	94.3
Running 3 Month	1.4	-1.0	102.4	-1.1	1.8	97.2	-2.2	-2.3	100.1	-2.4	2.8	94.9
Running 12 Month	-4.5	-0.5	96.0	-7.3	-1.9	94.5	-1.0	-0.2	99.2	-2.6	-1.5	98.9

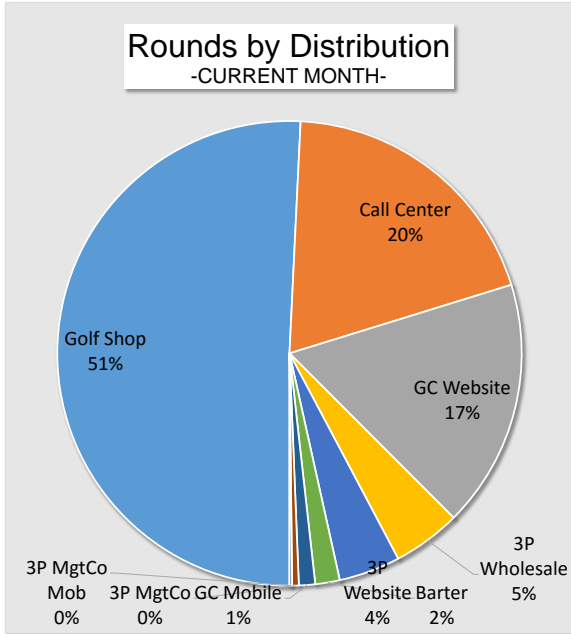
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Dashboard #1 - Distribution Dashboard

My Course Example 1234 Golf Course Drive, Anywhere CA 95002

For the month of: April 2016 Date Created: May 13, 2016 Monthly Competitive Set Data Includes Subject Property

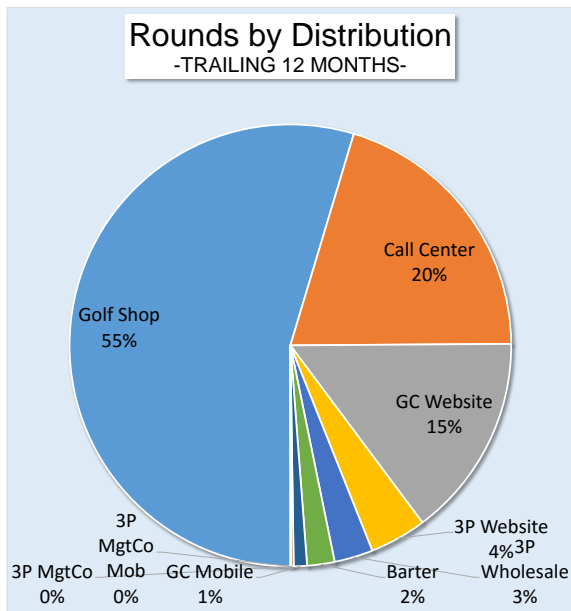


	-Rnds	%	--ARPR
Golf Shop	2,292	51%	\$86.29
Call Center	879	20%	\$85.92
GC Website	780	17%	\$76.13
3P Wholesale	214	5%	\$98.71
3P Website	193	4%	\$79.75
Barter	77	2%	\$0.00
GC Mobile	51	1%	\$106.83
3P MgtCo	21	1%	\$73.67
3P MgtCo Mob	8	0%	\$89.25
Grand Total	4,515	100%	\$77.39

CURRENT MONTH BARTER OPPY. COST

	-Rnds	-ARPR	-Est. Rev	% OCC
Barter-EZCC	7	\$103.25	\$ 723	48.8%
Barter-EZWS	70	\$95.03	\$ 6,652	67.8%
--	--	--	--	--
--	--	--	--	--
	77	\$95.78	\$ 7,375	

BARTER RND5 W/O OPPY. COST 0



	-Rnds	%	--ARPR
Golf Shop	21,116	55%	\$77.37
Call Center	7,826	20%	\$82.34
GC Website	5,761	15%	\$75.61
3P Website	1,605	4%	\$78.19
3P Wholesale	1,094	3%	\$99.28
Barter	776	2%	\$0.00
GC Mobile	376	1%	\$112.42
3P MgtCo	67	0%	\$73.58
3P MgtCo Mob	24	0%	\$82.71
Grand Total	38,645	100%	\$75.72

TRAILING 12 MONTH BARTER OPPY. COST

	-Rnds	-ARPR	-Est. Rev	% OCC
Barter-EZCC	40	\$83.29	\$ 3,331	96.5%
Barter-EZWS	736	\$80.47	\$ 59,229	87.4%
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	776		\$ 62,560	

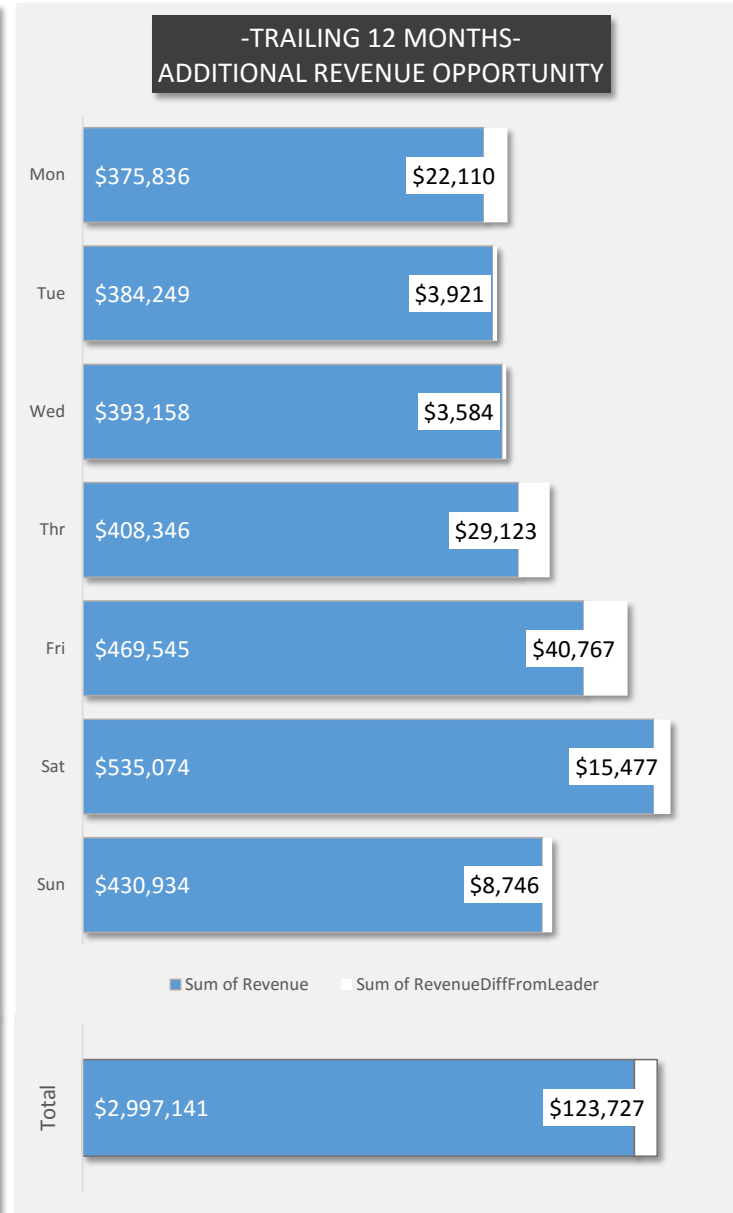
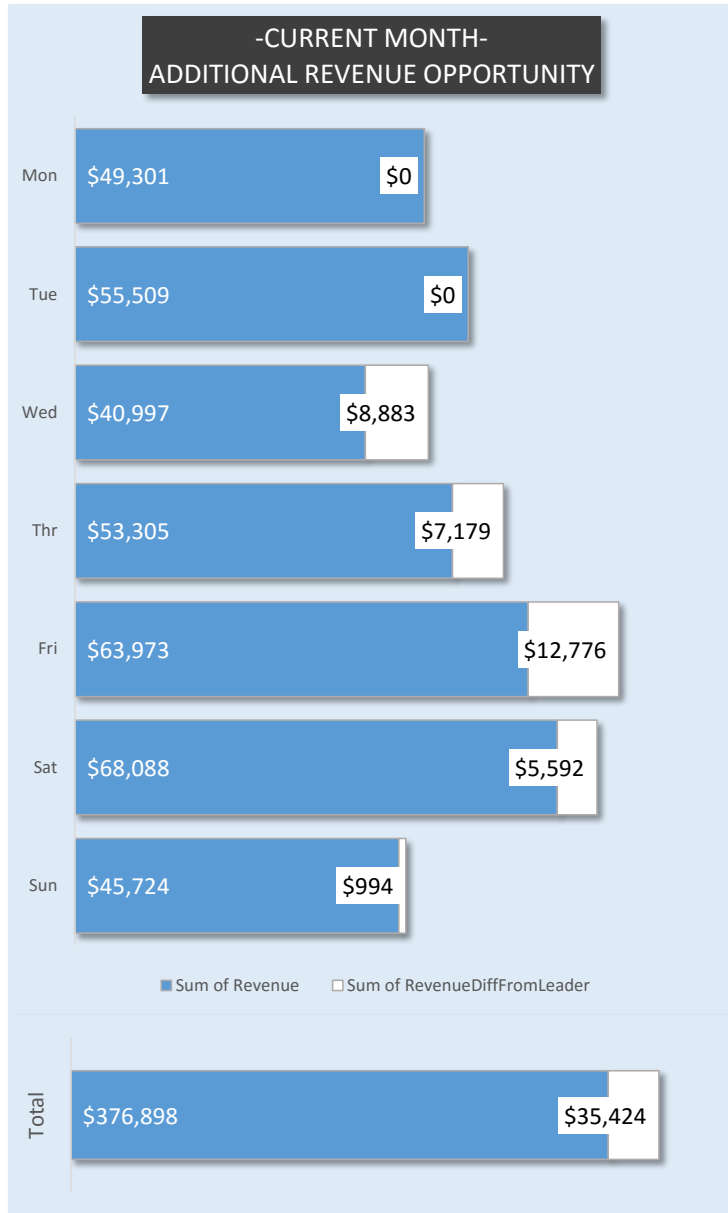
BARTER RND5 W/O OPPY. COST 0

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

My Course Example 1234 Golf Course Drive, Anywhere CA 95002



For the month of: April 2016 Date Created: May 13, 2016 Monthly Competitive Set Data Includes Subject Property



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

My Course Example 1234 Golf Course Drive, Anywhere CA 95002



For the month of: April 2016 Date Created: May 13, 2016 Monthly Competitive Set Data Includes Subject Property

Current Month	Occupancy (%)			Percentage of Rounds Sold (%)																				
	Total			Public			Cardholder			Promo			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
Open-8:00AM	61.9	62.6	98.9	17.9	21.2	84.4	4.1	5.9	69.5	6.4	12.6	50.8	61.8	42.6	145.1	9.1	16.3	55.8	0.8	1.4	57.1	--	0.0	--
8-10:00AM	87.6	91.2	96.1	27.0	24.6	109.8	11.3	7.8	144.9	9.1	14.2	64.1	32.6	27.6	118.1	19.6	24.6	79.7	0.4	1.0	40.0	--	0.3	--
10-12:00PM	75.2	71.1	105.8	24.8	22.9	108.3	6.3	6.1	103.3	13.3	16.0	83.1	30.1	29.7	101.3	19.8	19.2	103.1	0.3	1.9	15.8	5.4	4.3	125.6
12-2:00PM	49.7	60.4	82.3	31.7	33.4	94.9	3.6	3.9	92.3	8.8	18.0	48.9	37.2	24.5	151.8	14.3	16.6	86.1	2.8	2.7	103.7	1.5	0.9	166.7
2-4:00pm	92.6	89.0	104.0	70.9	48.5	146.2	1.1	1.9	57.9	7.9	23.3	33.9	12.1	11.8	102.5	5.9	3.4	173.5	2.1	11.2	18.8	--	--	--
4-Close	--	--	--	22.9	38.0	60.3	--	0.2	--	65.7	36.1	182.0	10.0	20.9	47.8	--	0.6	--	1.4	4.2	33.3	--	--	--
Total	73.3	74.7	98.1	30.7	28.2	108.9	6.1	5.5	110.9	11.2	16.5	67.9	34.7	28.2	123.0	14.8	17.6	84.1	1.0	2.8	35.7	1.6	1.2	133.3
% Change																								
Open-8:00AM	-5.9	-1.8	98.9	7.0	37.6	84.4	20.5	-20.2	69.5	-47.3	-34.4	50.8	-0.9	-3.2	145.1	68.7	28.1	55.8	532.8	16.4	57.1	--	1.1	--
8-10:00AM	-0.8	1.7	96.1	0.2	23.0	109.8	13.5	3.7	144.9	-35.6	-25.2	64.1	63.1	-16.7	118.1	-30.3	27.0	79.7	-28.0	25.3	40.0	--	-5.4	--
10-12:00PM	-1.5	-1.8	105.8	19.3	35.1	108.3	-24.9	9.9	103.3	3.7	-18.8	83.1	26.4	-17.0	101.3	-29.4	7.8	103.1	-74.6	-9.6	15.8	7.0	94.8	125.6
12-2:00PM	-9.3	14.0	82.3	91.0	79.1	94.9	-15.7	-33.3	92.3	-46.6	-25.1	48.9	11.9	-19.0	151.8	-42.6	-3.1	86.1	0.2	-28.9	103.7	-6.7	177.9	166.7
2-4:00pm	12.5	-3.7	104.0	5.2	-3.1	146.2	-56.2	-12.4	57.9	31.3	-5.2	33.9	-12.5	18.6	102.5	-22.5	11.4	173.5	-19.8	8.5	18.8	--	--	--
4-Close	--	--	--	15.0	50.4	60.3	--	-89.6	--	0.3	11.4	182.0	-18.6	-30.3	47.8	--	-49.2	--	22.1	-56.3	33.3	--	--	--
Total	-2.6	1.4	98.1	19.4	29.2	108.9	-3.9	-7.6	110.9	-25.0	-21.5	67.9	16.3	-13.1	123.0	-27.7	16.3	84.1	-14.1	-6.4	35.7	-1.8	86.6	133.3

Current Month	ARPR (\$)																							
	Total			Public			Cardholder			Promo			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
Open-8:00AM	74.16	72.15	102.8	128.11	113.04	113.3	104.98	81.86	128.2	104.38	95.91	108.8	44.54	44.42	100.3	139.93	75.59	185.1	0.00	1.84	0.0	--	0.00	--
8-10:00AM	101.29	83.01	122.0	143.75	115.72	124.2	106.73	86.92	122.8	111.42	97.44	114.3	48.14	45.43	106.0	125.47	87.17	143.9	0.00	0.00	--	0.00	--	
10-12:00PM	91.41	76.78	119.1	123.23	108.47	113.6	88.95	75.63	117.6	97.97	91.51	107.1	49.91	49.34	101.2	137.50	93.78	146.6	0.00	2.52	0.0	0.00	0.00	
12-2:00PM	77.44	71.15	108.8	105.98	88.21	120.1	43.77	59.50	73.6	74.49	69.58	107.1	52.26	49.03	106.6	113.52	89.44	126.9	0.00	1.36	0.0	0.00	0.00	
2-4:00pm	56.86	49.32	115.3	63.63	61.26	103.9	22.50	46.52	48.4	34.38	43.70	78.7	48.36	46.01	105.1	49.71	90.50	54.9	0.00	0.53	0.0	--	--	--
4-Close	45.48	41.32	110.1	34.73	37.03	93.8	--	0.00	--	51.80	57.95	89.4	35.00	30.22	115.8	--	0.00	--	0.00	0.00	--	--	--	
Total	83.48	72.97	114.4	107.74	95.49	112.8	94.34	78.03	120.9	85.07	80.12	106.2	47.98	46.48	103.2	125.54	87.33	143.8	0.00	1.02	0.0	0.00	0.00	
% Change																								
Open-8:00AM	13.1	1.8	111.1	13.2	2.4	110.5	10.6	-5.6	117.2	17.5	-3.7	122.0	0.6	-2.6	103.3	48.0	18.1	125.3	-38.9	--	0.0	--		
8-10:00AM	9.1	10.0	99.2	17.7	3.5	113.7	35.2	6.2	127.3	15.3	-5.2	121.6	1.9	0.6	101.3	21.7	34.9	90.2	-100.0	--	0.0	--		
10-12:00PM	9.1	5.5	103.4	0.2	-2.6	102.9	9.1	-9.2	120.2	5.5	-0.9	106.5	2.6	5.5	97.3	38.1	16.0	119.1	444.1	--	0.0	--		
12-2:00PM	0.4	3.6	96.9	2.9	-5.1	108.4	-41.2	-18.7	72.3	-19.6	-5.9	85.4	5.5	5.2	100.3	12.9	0.5	112.3	164.6	--	0.0	--		
2-4:00pm	7.4	-6.8	115.2	9.5	-8.5	119.7	-70.4	-14.8	34.7	-7.8	-14.7	108.1	15.3	6.6	108.2	-0.5	98.1	50.2	691.3	--	--	--		
4-Close	8.5	22.9	88.3	0.1	-3.2	103.4	--	-100.0	--	11.5	26.4	88.2	2.2	12.1	91.2	--	-100.0	--	-100.0	--	--	--		
Total	8.1	5.2	102.8	8.0	0.5	107.5	17.0	-3.0	120.6	1.9	-6.3	108.8	3.4	2.3	101.1	27.0	19.6	106.2	81.6	--	0.0	--		