## WellPlayed

## 2016 Golf Course Benchmarking Competitor Analysis

Player Rounds


# WelliPlayed 

Player Rounds History (4 Years)

| Peer group - tankod by player rounds | Player rounds history (last 4 yaars) | Playar rounds history (trand) | Averagefoa per player round (2016) | Retail sales | Fe8 salos |
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Player Rounds History (Trends)


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Average Fee Per Player


$\begin{array}{llllllllllllllllll}\$ 1.00 & \$ 2.00 & \$ 3.00 & \$ 4.00 & \$ 5.00 & \$ 6.00 & \$ 7.00 & \$ 8.00 & \$ 9.00 & \$ 10.00 & \$ 11.00 & \$ 12.00 & \$ 13.00 & \$ 14.00 & \$ 15.00 & \$ 16.00 & \$ 17.00 & \$ 18.00 \\ \$ 19.00 & \$ 20.00 & \$ 21.00 & \$ 22.00 & \$ 23.00 & \$ 24.00 & \$ 25.00 & \$ 26.00 & \$ 27.00 & \$ 28.00 & \$ 29.00\end{array}$ Average foe per player

## WellPlayed

## Retail Sales

## Total GOLF RETAIL sales (excluding FSB)



## WelliPlayed

Food and Beverage Sales

| Peer group - ranked by player rounds | Player rounds history (last 4 years) | Player rounds history (trend) | Average fee per player round (2016) | Retail sales | FSB sales |
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