



# SPECIAL REPORT

## Santa did not Bring the Golf Industry a Gift

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### COMPLIMENTS OF...



[www.golfdatatech.com](http://www.golfdatatech.com)

and



[www.wxtrends.com](http://www.wxtrends.com)  
[www.myskeye.com](http://www.myskeye.com)



# Did You Know



- Weather and climate-sensitive industries account for 1/3 of the US GDP or **\$3 TRILLION DOLLARS**.
- Statistically, year-over-year local weather conditions repeat **less than 15%** of the time.
- For any given city or region, **normal weather** occurs **less than 10%** of the time.
- The power of just **ONE DEGREE (or ONE INCH of RAIN)** change (up/down) at the weekly level from one year to the next, can significantly influence the retail golf industry.\*

**1° WARMER** = 1.2% more soft drinks/ beer Sold  
**1° WARMER** = 240,000 More Ice Cream Units Sold  
**1° WARMER** = 90,000 More Suncare Products Sold  
**1° COLDER** = 2.5% more Seasonal Fall Apparel Sales

**1° WARMER** = 0.76% Increase in Rounds Played  
**1" Rain** = 2.2% Decrease in Rounds Played

*\* Based on WTI's historical analysis of proprietary client sales data compared to historical weather conditions for all US markets. Results will vary by region and local retail location.*

Dear Golf Professional,

Weather Trends International is pleased to partner with Golf Datatech to bring you this one-of-a-kind report demonstrating the influence of **WEATHER on GOLF ROUNDS PLAYED** for the month of December, 2009.

In addition, we have included expert commentary on the **January 2010** weather conditions and how it will impact rounds played across the country.

As a golf professional, you are now able to access specific temperature, precipitation, and snowfall forecasts for **YOUR LOCAL COURSE**, through a sophisticated (but easy to use) tool called Myskeye.

Please reach out to either Tom Stine (Golf Datatech) or Dennis O'Donnell (WTI) for additional information or guidance on using this important tool to plan your business.

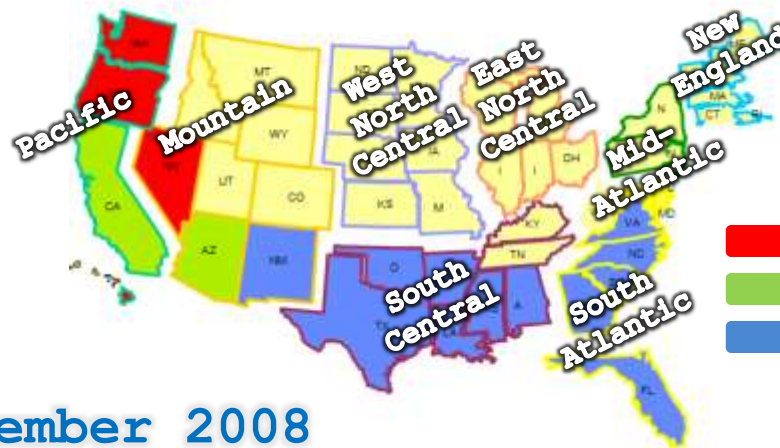
Warmest (and Driest) Regards,

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■ +2.0% and Higher  
■ Between -1.9% and +1.9%  
■ -2.0% and Lower

## United States Rounds Played

**-14.7%** December 2009 vs. December 2008

**-0.6%** For the 2009 Calendar Year

### December 2009 vs. December 2008

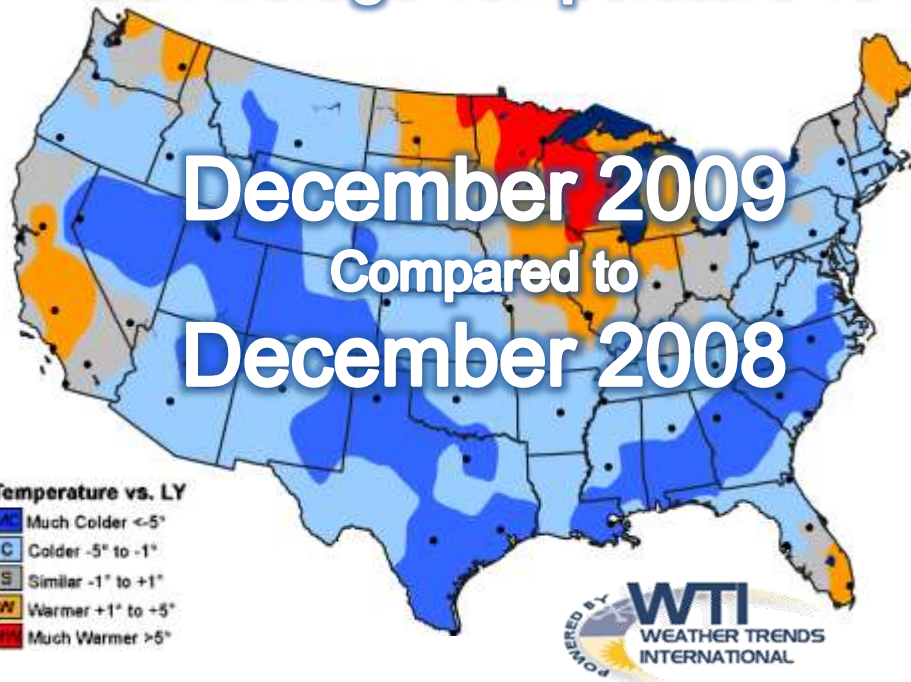
	Pacific	Mountain	West North Central	East North Central	New England	Mid-Atlantic	South Atlantic	South Central
<b>Rounds Played</b> (Dec 09 vs. Dec 08)	4.1%	-1.5%	-29.5%	-4.6%	-7.4%	-23.0%	-19.3%	-30.9%
<b>Rounds Played</b> (Year-to-Date)	0.0%	-1.4%	3.1%	0.6%	0.6%	0.2%	-3.0%	-2.3%
<b>Average High Temperature</b> (December 09)	49°	35°	26°	33°	35°	37°	55°	53°
<b>Temperature Change</b> (Dec 09 vs. Dec 08)	↑ 1°	↓ -5°	↓ -2°	0°	↓ -2°	↓ -3°	↓ -5°	↓ -7°
<b>Total Region Precipitation</b> (December 09)	63"	29"	65"	93"	49"	85"	328"	303"
<b>Precipitation Difference Inches</b> (Dec 09 vs. Dec 08)	↓ -12"	↓ -8"	↑ 13"	↓ -44"	↓ -9"	↓ -5"	↑ 186"	↑ 98"
<b>Precipitation Difference Percent</b> (Dec 09 vs. Dec 08)	↓ -15%	↓ -21%	↓ 25%	↓ -32%	↓ -15%	↓ -5%	↑ 131%	↓ 48%



# THE GOLF FORECAST

*Understanding the Influence of Weather on the Industry*

## US Average Temperature vs LY December '09 Highlights



- December was much like October, coldest in 9 years, wettest in 17+ years, and 2<sup>nd</sup> snowiest in 17+ years. All very negative on the golf industry leading to a -14.7% in rounds played vs. last year.

- Atlanta, Georgia was the coldest in 9 years and the wettest in 17+ years causing rounds played to drop almost 40%.

- On the other end of spectrum, Seattle recorded the least rain in 9 years and was more than 3 degrees warmer allowing golfers to get outside and causing rounds played to increase 56%!

## National January 2010 Golf Weather Recap

The new year will start off very similar to how the last year ended with colder conditions and the wettest January in 4 years. Most of the northern courses are in their off season putting the pressure on the southern courses to make up the slack, and unfortunately they had some challenging conditions to deal with. Several cold fronts made it as far south as Miami making it the coldest and snowiest January for the Southeast in at least 14 years. In the other popular golfing area, the southwest, it was the wettest in at least 15 years which could cause rounds to be down significantly there. This is not going to be the start that the golf industry had hoped for.

Individual forecasts for specific zip codes courses are available through [www.myskeye.com](http://www.myskeye.com) See page 8 for more information



December  
2009



GUIDANCE FROM WEATHER TRENDS INTERNATIONAL

# THE GOLF FORECAST

Understanding the Influence of Weather on the Industry

## December 2009 Summary

		December 2009																														
		Tu 12/01	W 12/02	Th 12/03	F 12/04	Sa 12/05	Su 12/06	M 12/07	Tu 12/08	W 12/09	Th 12/10	F 12/11	Sa 12/12	Su 12/13	M 12/14	Tu 12/15	W 12/16	Th 12/17	F 12/18	Sa 12/19	Su 12/20	M 12/21	Tu 12/22	W 12/23	Th 12/24	F 12/25	Sa 12/26	Su 12/27	M 12/28	Tu 12/29	W 12/30	Th 12/31
Tmax		77	74	77	66	57	64	54	56	59	59	61	57	58	71	69	74	75	82	78	72	65	66	69	71	69	62	62	67	66	64	68
ΔTmax		-4	-1	-2	-7	-19	-11	-17	-15	-12	-12	-10	-10	1	5	10	9	17	18	19	12	7	6	3	7	1	1	5	9	4	-4	0
Tavg		63	60	60	55	49	52	49	48	48	48	52	51	58	56	58	61	63	66	66	61	57	56	55	56	55	51	51	56	57	53	58
ΔTavg		-5	-3	-6	-7	-17	-11	-15	-12	-9	-8	-7	-10	1	5	10	9	17	18	19	12	7	6	3	7	1	1	5	9	4	-4	0
Tmin		48	46	43	43	41	39	44	39	43	40	43	45	47	42	46	47	50	49	54	50	48	46	41	40	40	39	45	47	42	48	
ΔTmin		-7	-5	-9	-8	-15	-11	-12	-10	-8	-5	-2	-4	3	1	1	3	9	8	18	12	10	4	-1	-2	-5	-2	4	11	10	0	6
Prcp		0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	1.0	.03	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Palm Springs Rounds Played UP 4.9%

### FAVORABILITY PLANNERS

Available for 4,000  
Cities Worldwide  
1 to 11 Months Ahead

See Page 8...

- Tmax = Actual Maximum Temperature
- Δtmax = Actual Change in High Temperature vs. Last year
- Tmin = Actual Low Temperature
- Δtmin = Actual Change in Low Temperature vs. Last year
- Prcp = Actual Precipitation

#### Data Table Legend (Versus Last Year)

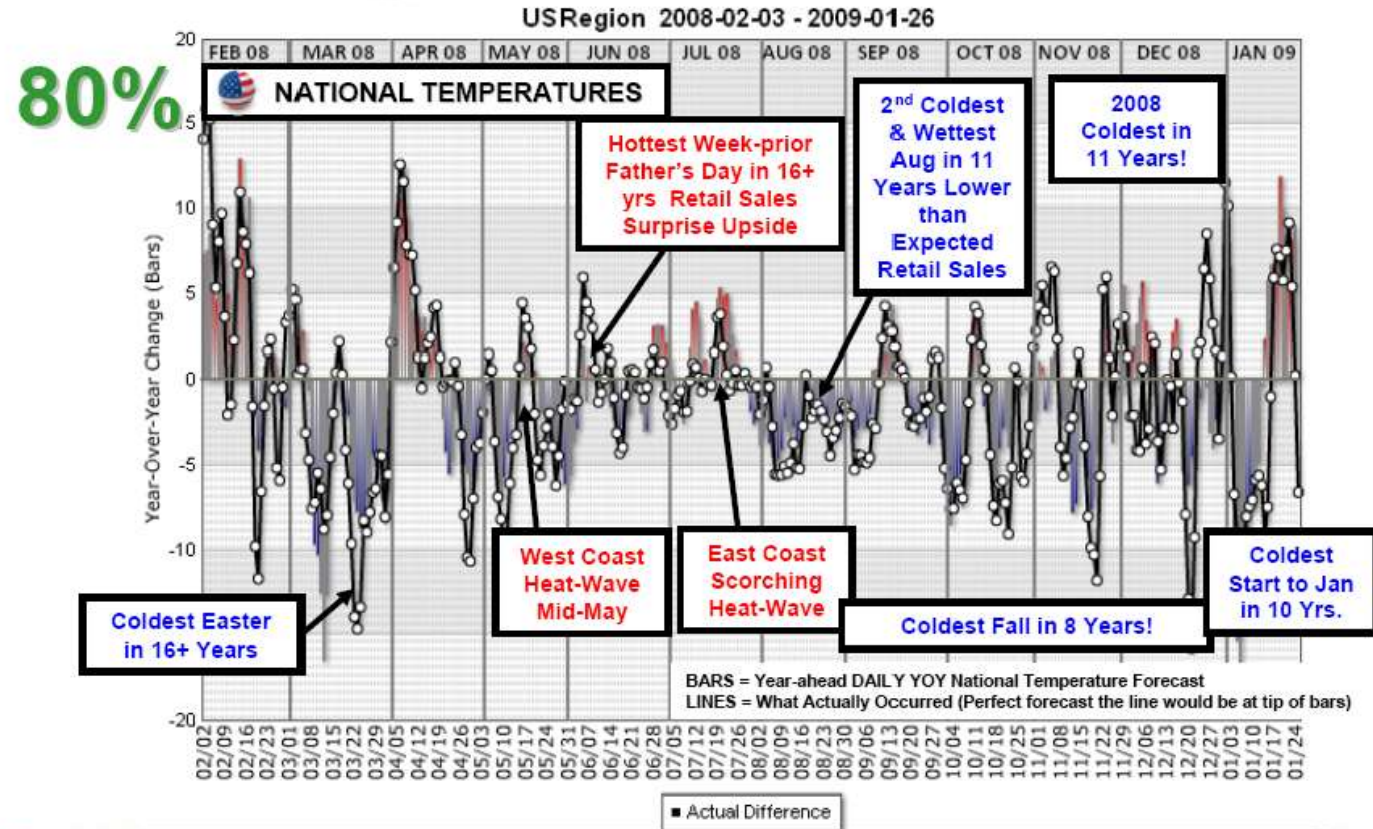
- Much Colder <=-5°
- Colder -1° to -5°
- Similar -1° to +1°
- Warmer +1° to +5°
- Much Warmer >=5°
- Much Wetter >200%
- Wetter 125% - 200%
- Similar 75% - 125%
- Drier 50% - 75%
- Much Drier <50%



# THE GOLF FORECAST

Understanding the Influence of Weather on the Industry

## U.S. Year-Ahead DAILY Accuracy 2008



Bars represent WTI's 11 Month / 48 Week Forecast



Lines represent the actual observed daily weather

December  
2009

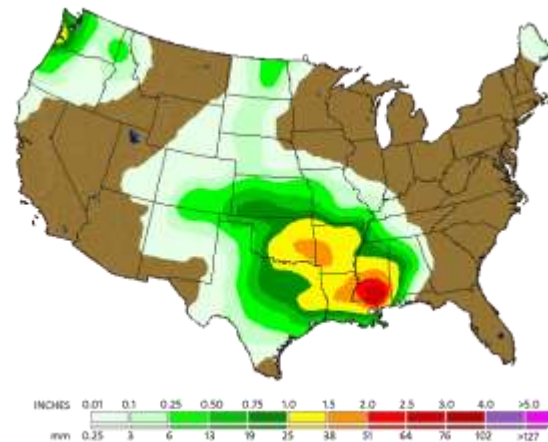
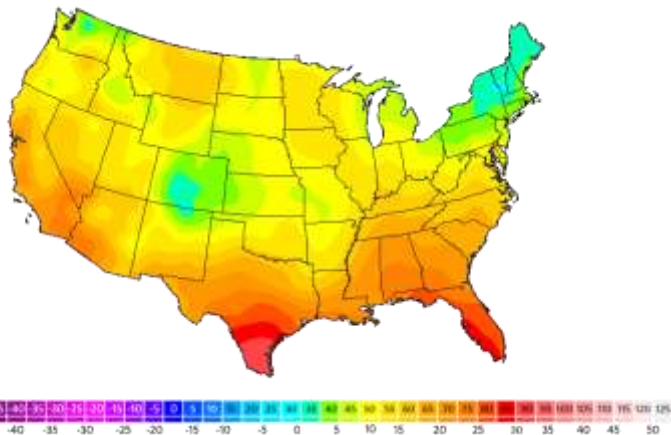
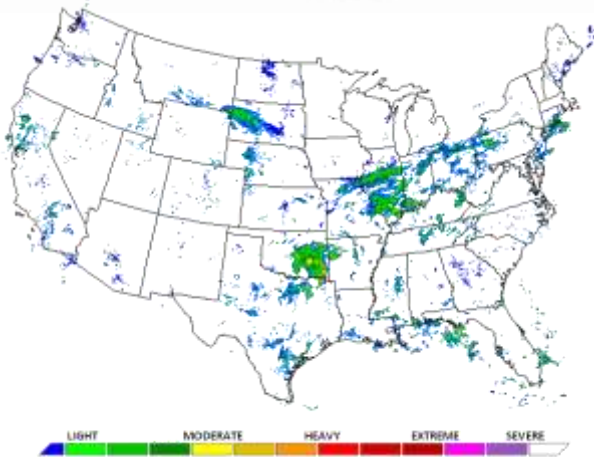


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**THE GOLF FORECAST**

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