

Stay in the
loop with the



BRS GOLF

Quarterly Participation Report

1 APRIL - 30 JUNE 2022

Based on data from 1,500
golf clubs; representing over 50%
of the UK & Ireland golf industry

BRS Golf facilitated

7.05M rounds

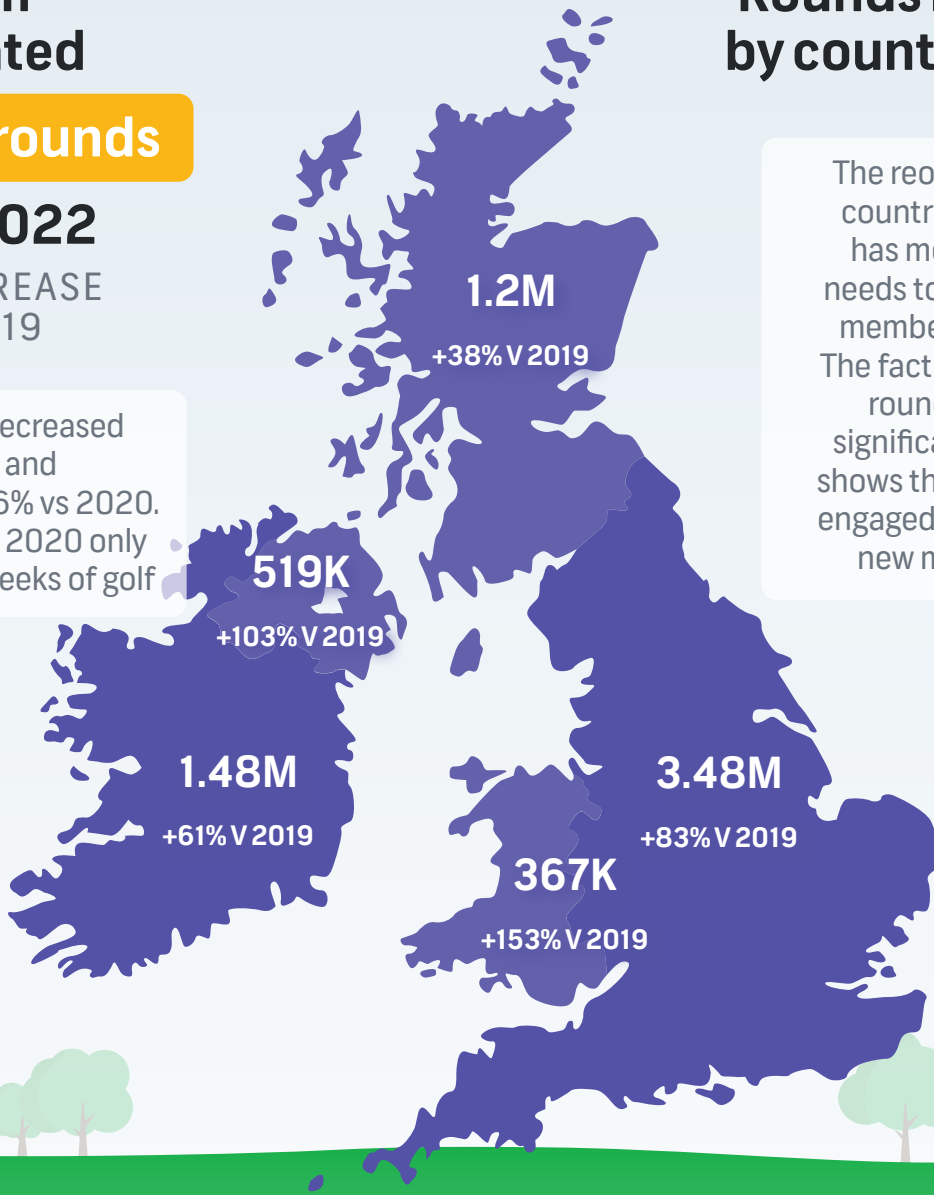
in Q2 2022

73% INCREASE FROM 2019

Q2 rounds decreased 19% vs 2021 and increased 36% vs 2020. However Q2 2020 only had seven weeks of golf

Rounds booked by country in Q2

The reopening of the country in July 2021 has meant golf now needs to compete for members' attention. The fact that member rounds are still up significantly on 2019 shows that clubs have engaged and retained new members well.



£3.5M GolfNow visitor green revenue

UP 23% FROM 2019

Revenue generated for our course partners through GolfNow's marketplace continues to grow

1,314 courses sold rounds

AVERAGE PRICE INCREASED 22% FROM 2019

AVERAGE 2-BALL BASKET VALUE (£55) UP 19% FROM 2019

As golf clubs seek to diversify rounds and revenue generation, GolfNow is seeing increasing numbers of transacting courses

BRS Golf member demographics

27.4% FEMALE
140K IN 2018
210K IN 2022

28.4% 18-35 YEARS OLD
THE LARGEST & FASTEST
GROWING MEMBER
SEGMENT

BRS Golf data shows that female membership is much higher than industry surveys suggest

Shifting playing day patterns

2019: 53% WEEKDAYS
2020: 63% WEEKDAYS
2022: 56% WEEKDAYS

As golfers return to their pre-pandemic schedules, they have shifted away from weekday play and back to weekends. Week day play is still up on 2019, but down on 2020 which will always be an outlier year with so many working from home or on furlough

Get more insight

BRS Golf helps clubs make data driven decisions based on member and visitor behaviour. Contact us for in depth data and analysis tailored to you

Get in touch

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