

Stay in the  
loop with the



**BRS GOLF**

# Quarterly Participation Report

1 JULY - 30 SEPT 2022

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

## BRS Golf facilitated

**7.4M rounds**

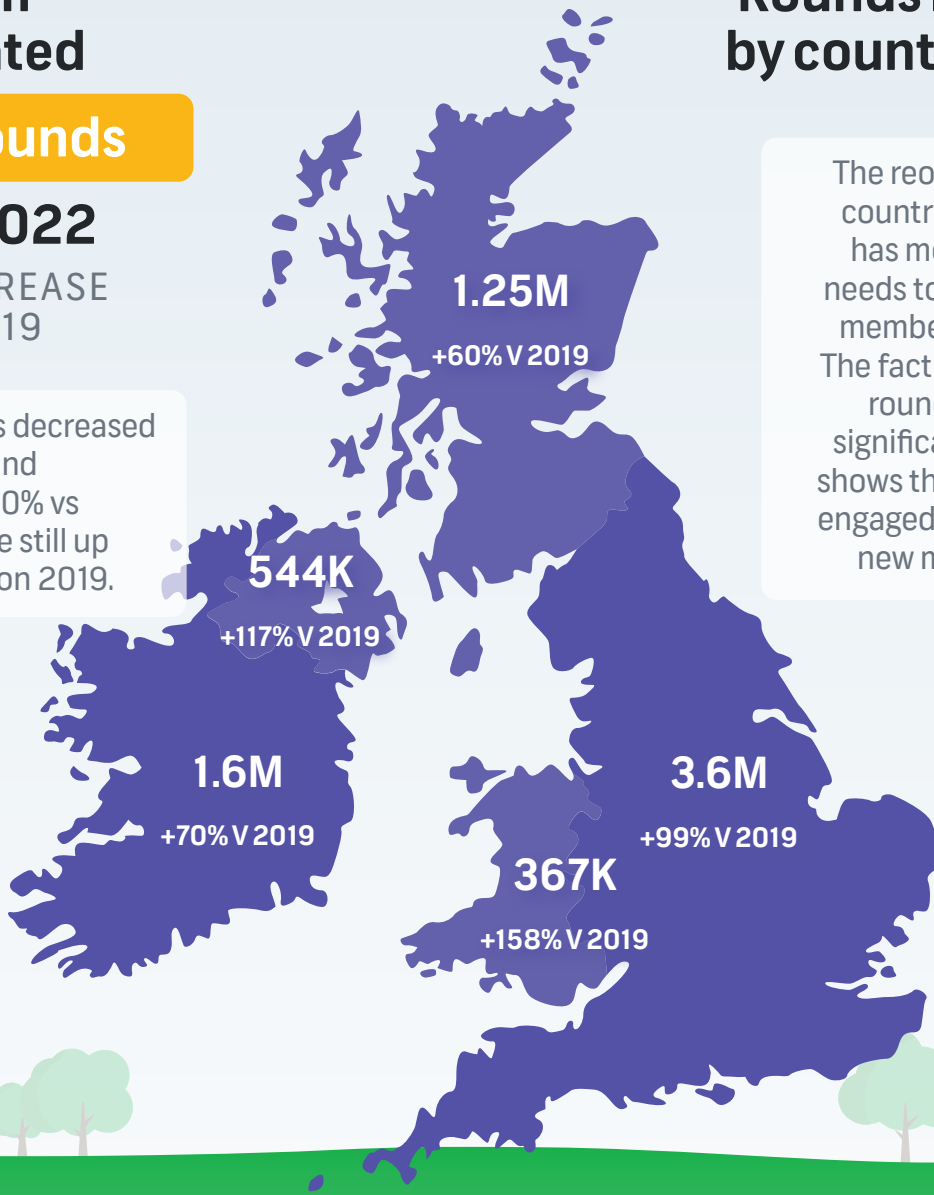
**in Q3 2022**

88% INCREASE FROM 2019

In Q3 rounds decreased 1% vs 2021 and decreased 20% vs 2020 but are still up significantly on 2019.

## Rounds booked by country in Q3

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.



**£3.68M GolfNow visitor green revenue**

UP 38% FROM 2019

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

**1,338 courses sold rounds**

AVERAGE PRICE INCREASED 15% FROM 2019

AVERAGE 2-BALL BASKET VALUE (£53.81) UP 15% 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: 57% WEEKDAYS

As golfers return to their pre-pandemic schedules, they have shifted away from weekday play and back to weekends. Weekday 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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