

Stay in the
loop with the



BRS GOLF

2022

Participation Report

YEAR IN REVIEW

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

BRS Golf facilitated

24.7M rounds

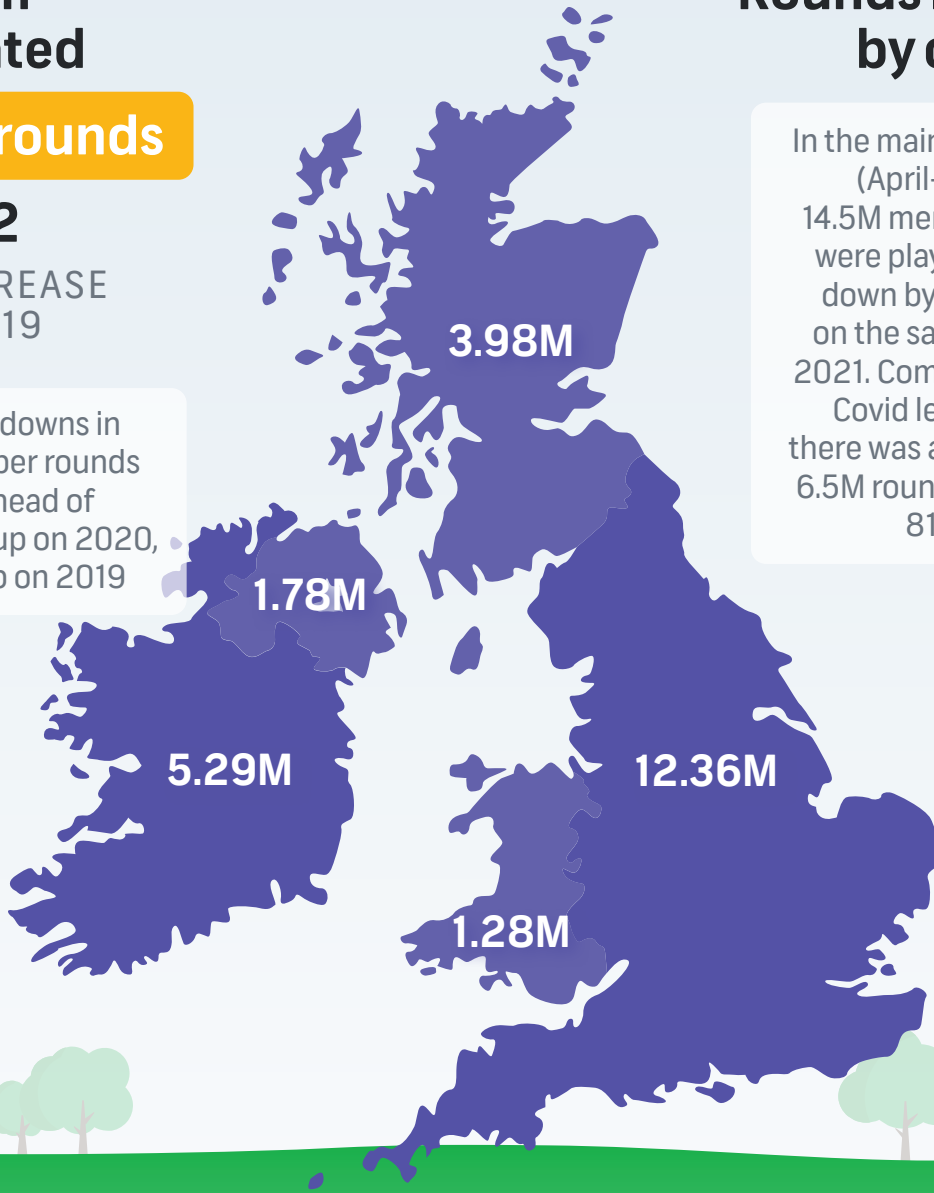
in 2022

84% INCREASE FROM 2019

With no lockdowns in 2022, member rounds were 1.8M ahead of 2021, 2.5M up on 2020, and 11.2M up on 2019

Rounds booked by country

In the main golf season (April-September) 14.5M member rounds were played. This was down by 1.7M rounds on the same period in 2021. Compared to pre Covid levels in 2019, there was an additional 6.5M rounds played, or 81% more play.



£10.5M course partner green fee revenue

GENERATED BY GOLFNOW

2022 was a strong year for GolfNow with six consecutive months of more than £1m in course partner revenue (April-September)

1,440 courses sold rounds

AVERAGE PRICE (£24.59)
WAS UP 25% ON 2019

AVERAGE BASKET VALUE (£54.93)

With operating costs increasing, many clubs are looking to bridge the gap with incremental visitor green fee revenue. You can contact GolfNow for help with dynamic pricing

Member insights

REGISTERED MEMBERS
 533K IN 2019
 673K IN 2022

The number of registered BRS Golf members at UK & Ireland clubs remained static in Q4 of 2022. It will be an interesting metric to keep an eye on over the coming months as we move into membership renewal season and living costs increase

Playing patterns

2019: 25 ROUNDS/YEAR
 2022: 37 ROUNDS/YEAR
 45% INCREASE

In 2019 the average golf club member played 25 rounds per year, and this number was in steady decline from 2017 onwards. This has increased to 37 per year in 2022 as peoples' lifestyles change and new golfing habits form

BRS Golf products

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

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