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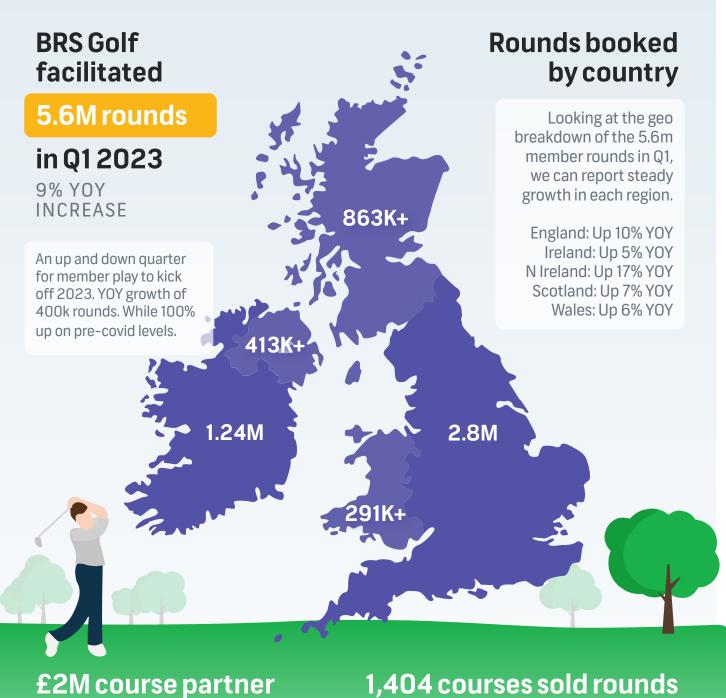
Quarterly Participation Report

1 JANUARY - 31 MARCH 2023

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



BRSGOLF



green fee revenue

GENERATED BY GOLFNOW

A 21% increase YOY in green fee revenue generated for our course partners. The driest February on record a strong contributing factor. AVERAGE BASKET VALUE (£55.20) WAS UP 5% YOY

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 6K DROP ACROSS Q1

As expected, rising living and energy costs has had a direct impact on our game. Across the first quarter, the number of registered BRS Golf members in UK & Ireland has dropped by 6K. Of those 6,000 lost members, 53% were lost in Ireland and Northern Ireland. 28% lost in Scotland. 19% lost in England. While Wales remained flat.

Member Solutions

TECHNOLGY DESIGNED WITH MEMBERS IN MIND

Orders for our memberships technology continue to rise in 2023, with 35 closed Memberships orders in Q1 - 54 orders were closed throughout the whole of 2022.

Our Flexible Memberships solution continues to generate interest among golf clubs. This self-managing, points based solution is proving to be an ideal option for the modern day, busy golfer tackling time and financial constraints.

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

Get in touch

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