

Stay in the
loop with the



BRS GOLF

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

BRS Golf facilitated

5.6M rounds

in Q1 2023

9% YOY INCREASE

An up and down quarter for member play to kick off 2023. YOY growth of 400k rounds. While 100% up on pre-covid levels.

Rounds booked by country

Looking at the geo breakdown of the 5.6m member rounds in Q1, we can report steady growth in each region.

England: Up 10% YOY
 Ireland: Up 5% YOY
 N Ireland: Up 17% YOY
 Scotland: Up 7% YOY
 Wales: Up 6% YOY



£2M course partner 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.

1,404 courses sold rounds

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

TECHNOLOGY 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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