



TOURISM
NORTHERN
IRELAND

Golf Tourism in Northern Ireland

How the pandemic
and recovery has impacted
visitor golf

Data provided by



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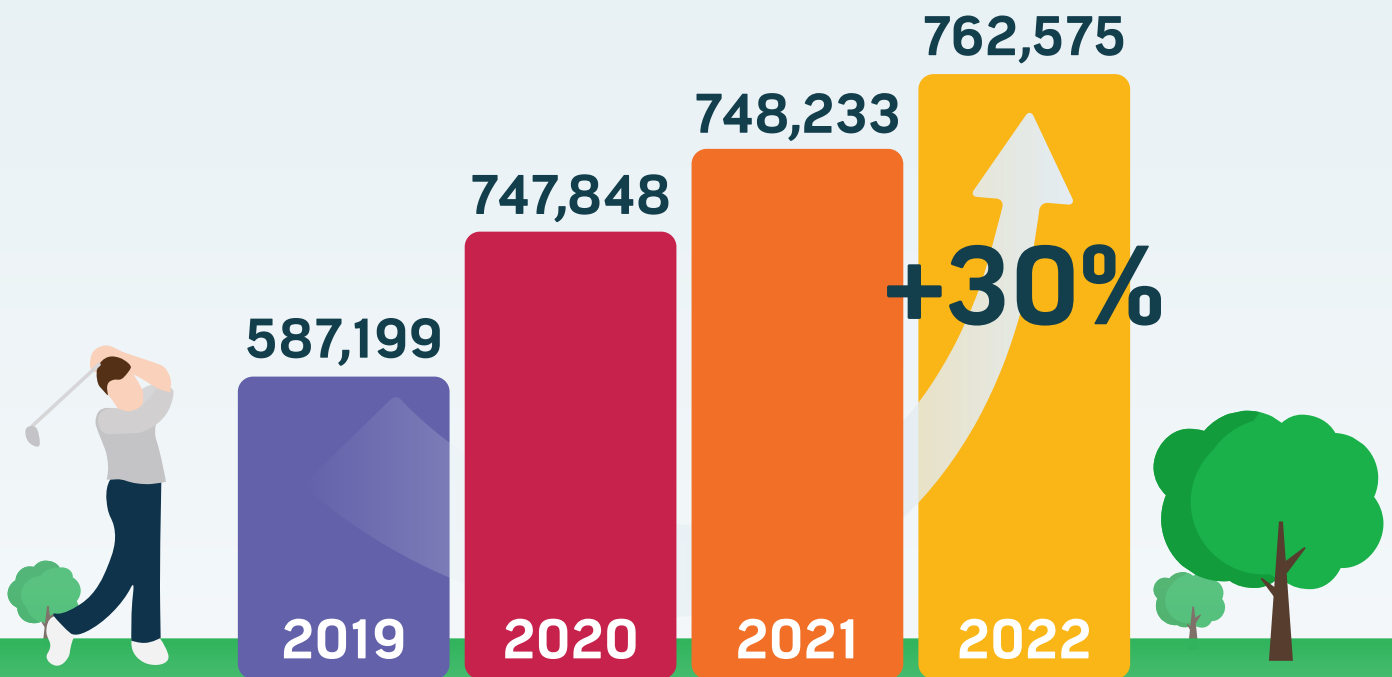
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Find out more about golf tourism in Northern Ireland

Total visitor golf bookings and rounds

2019-2022

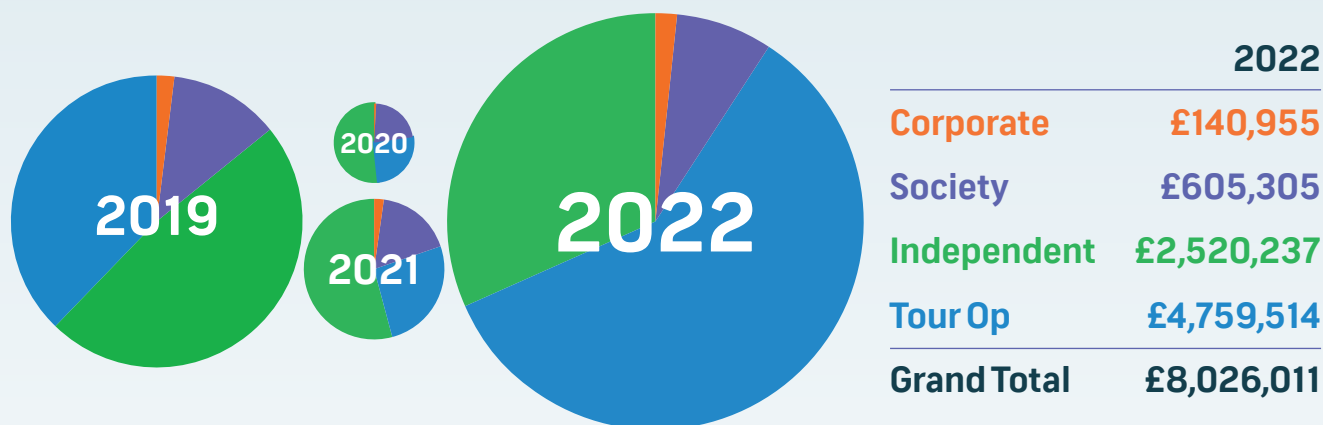
Data from 75 golf clubs
in Northern Ireland



KEY TAKEAWAY:

Visitor rounds have steadily increased each year from 2020-2022 and are now +30% on pre-covid levels

Tour Operators, Independent Visitors, Societies and Corporate Days



KEY TAKEAWAY:

Tour Op business had a robust recovery in 2022 from the two previous covid years (which were expectedly low). It was also 77% up on the 2019 pre-covid levels

Which NI golf clubs saw the most Tour Operator bookings?

Golf Club	County	Rounds
Royal Portrush Golf Club	Antrim	4,103
Royal County Down	Down	4,075
Ardglass Golf Club	Down	3,840
Castlerock Golf Club	Derry	2,696
Royal Belfast Golf Club	Down	531
Lough Erne Resort	Fermanagh	309
Ballycastle Golf Club	Antrim	239
Galgorm Castle Golf Club	Antrim	108
Castle Hume Golf Club	Fermanagh	21

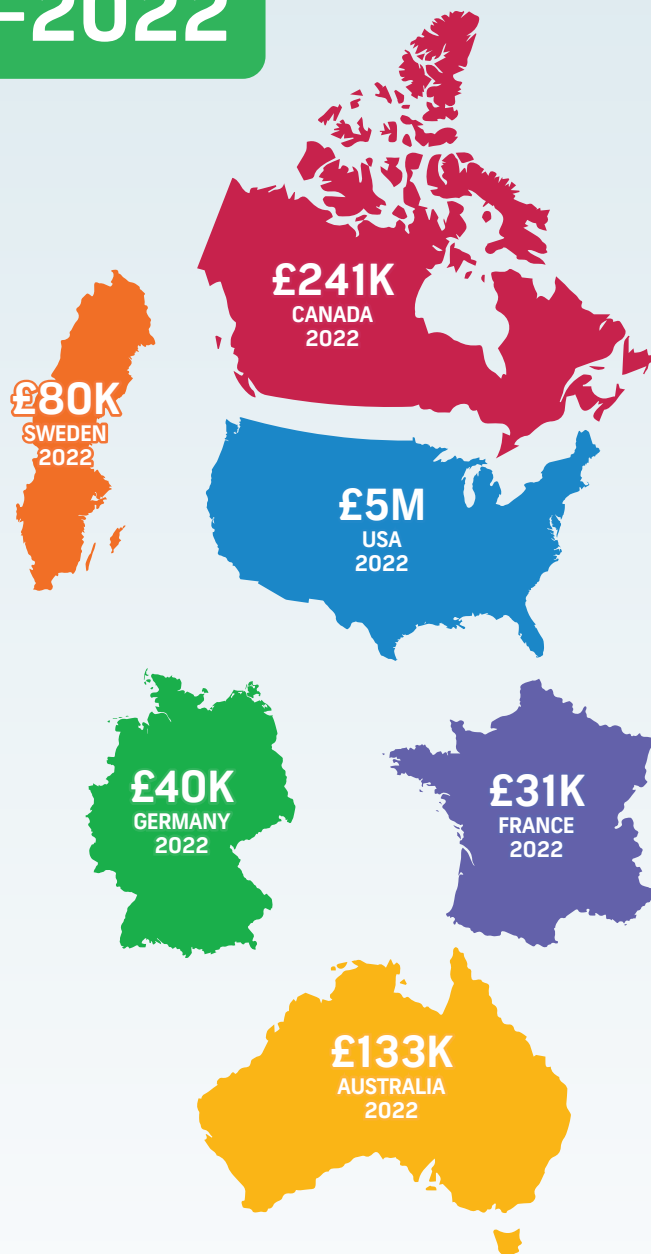
*Please note Portstewart Golf Club does not use BRS Golf software but would otherwise be on this list

Where did Northern Ireland's golf tourists come from?

2019-2022

*England & Wales visitors may prefer to specify UK as country of origin. UK visitors contributed:

£708,544 in 2022
+73% from 2019



UK & ROI KEY TAKEAWAY:
Visitor green fee revenue at NI clubs increased in 2022 from 2021 and 2019, largely attributable to bookings from Ireland. Growing from £360k in 2021 to almost £2.6M in 2022 (237% increase on pre covid levels).
Scotland also saw a sizeable jump in bookings to £680k in 2022, which was a 216% jump on pre covid levels.

GLOBAL KEY TAKEAWAY:
2022 visitor green fee revenue increased 153% on 2019 as international travel bounced back and clubs reverted full pricing.

Total green fee revenue generated

2019-2022

Data from 75 golf clubs in Northern Ireland

2019 TOTAL
£7.18M

2020 TOTAL
£3.43M

2021 TOTAL
£5.46M

2022 TOTAL
£18.19M

Month	2019	2020	2021	2022	2019-2022 Change
January	154K	122K	32K	212K	2019-2022: +37%
February	181K	132K	60K	277K	2019-2022: +52%
March	374K	201K	62K	733K	2019-2022: +95%
April	527K	134K	126K	1.93M	2019-2022: +266%
May	1.01M	163K	477K	3.42M	2019-2022: +238%
June	899K	191K	724K	2.08M	2019-2022: +131%
July	1.28M	549K	924K	2.25M	2019-2022: +75%
August	1.12M	657K	1.04M	2.50M	2019-2022: +123%
September	1.01M	588K	1.07M	1.67M	2019-2022: +65%
October	368K	380K	502K	1.05M	2019-2022: +185%
November	135K	225K	275K	607K	2019-2022: +349%
December	112K	89K	165K	1.42M	2019-2022: +1167%

KEY TAKEAWAY:

In 2022 Northern Ireland experienced a large increase in visitor green fee revenue. Revenue during the traditional 'golf season' April-September surged, but so too did revenue in off season

Find out more about Golf Tourism in Northern Ireland



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