

Stay in the
loop with the



GOLF NOW

Participation Report

JANUARY - JUNE 2023

Based on data from 200
golf clubs across Australia

GolfNow facilitated

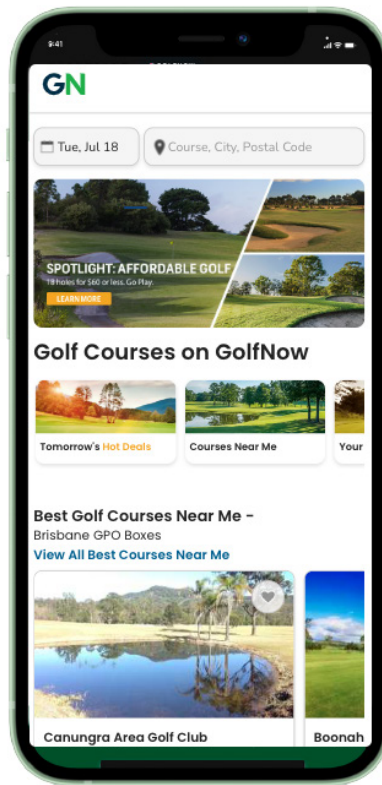
24K rounds

in 2023

87% INCREASE
FROM 2022

Rounds booked by state vs 2022

QLD +83%
VIC +33%
NSW +139%



Did you know: 35% of bookings on GolfNow Australia are made via App.



\$1.26M in revenue for our course partners

UP 101% FROM 2022

As bookings increase on the GolfNow app and website so too does revenue for your course partners.

200 courses sold rounds

AVERAGE PRICE INCREASED
8% FROM 2022
AVERAGE BASKET VALUE UP
9% FROM 2022

In the first six months of 2023 the average GolfNow tee time price per person was \$52.16 while the average basket value was \$109

GolfNow demographics

28% FEMALE

72% MALE

39% 18-35 YEARS OLD
THE LARGEST & FASTEST
GROWING GOLFER
SEGMENT

GolfNow helps make golf courses more accessible for people from all walks of life.

GolfNow booking trends

DAY OF PLAY

60% WEEKDAY

40% WEEKENDS

56% OF BOOKINGS
OCCURRING ACROSS
MONDAY, FRIDAY
AND SUNDAY

The average GolfNow customers books their round 2.8 days before play. However 52% of bookings are made within a 0-1 day lead time, with 27% booking on the day of play. The average group size is 2.1 players, with 2-balls the typical booking.

About GolfNow

GolfNow is the world's number one place to book tee times with 9,000 course partners, including 200 in Australia. The platform's easy to use app and website make golf course accessible any time from any device. With unrivalled reach, GolfNow drives awareness of golf courses like no one else. We invest heavily in local marketing to drive your business to the next level. Through our partnership with Fox Sports, search engine optimisation, email and PMP efforts, we deliver our customers a higher level of conversion.

GolfNow is part of NBC Sports Next, which also operates BRS Golf. BRS Golf is the golf club operations arm of the business, offering best-in-class tee time management systems, member and visitor booking, and payments technology to the golf industry.

Get in touch

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