

Stay in the
loop with the



BRS GOLF

**2023
Participation
Report**

JANUARY-JUNE

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

BRS Golf facilitated

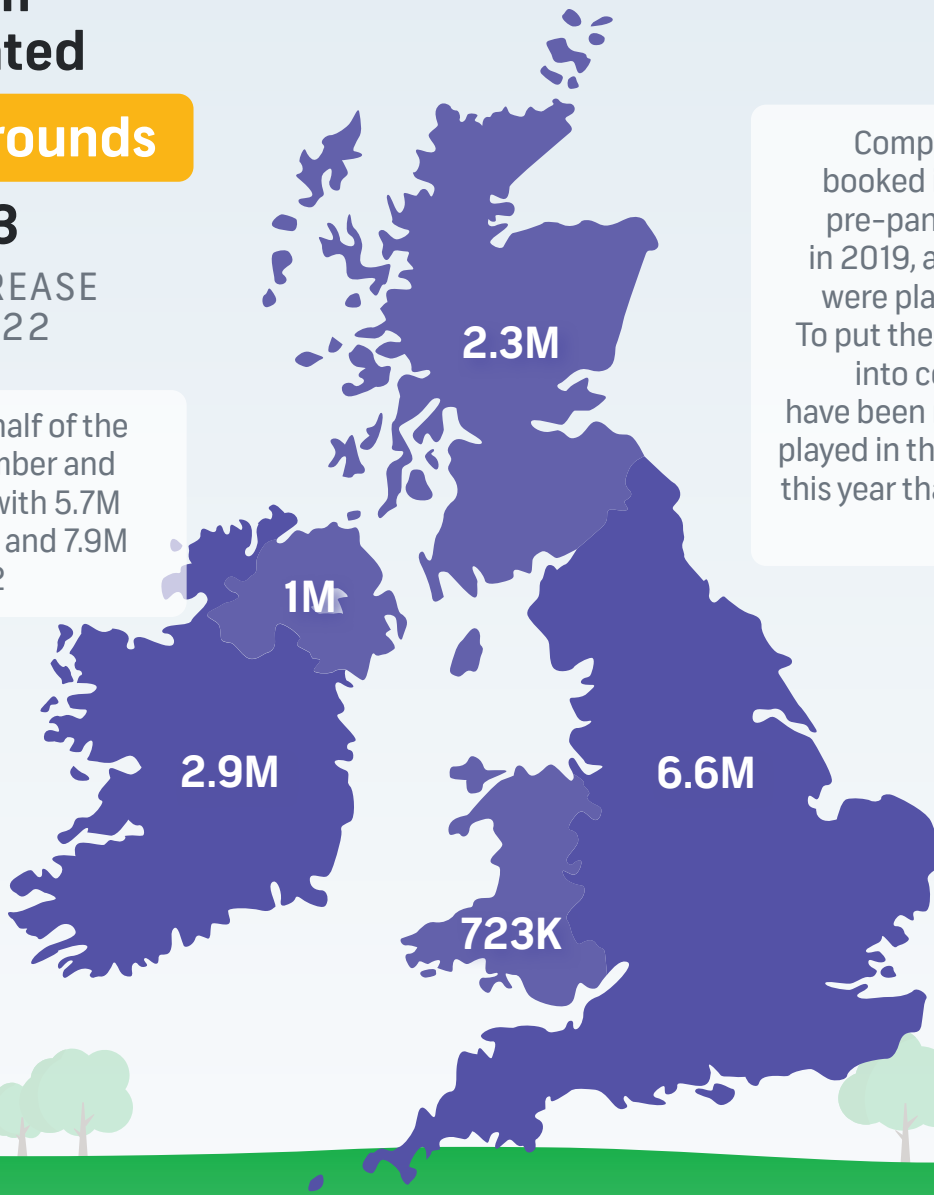
13.6M rounds

in 2023

13% INCREASE FROM 2022

Strong first half of the year for member and visitor play, with 5.7M rounds in Q1 and 7.9M rounds in Q2

Comparing rounds booked in 2023 with pre-pandemic levels in 2019, an extra 6.7M were played in 2023. To put the total rounds into context, there have been more rounds played in the first half of this year than the whole of 2019.



£7.8M course partner green fee revenue

GENERATED BY GOLFNOW

GolfNow generated £1M+ in course revenue for three consecutive months in Q2. The biggest months since the post lockdown booms.

GolfNow booker profiles

41% GOLF CLUB MEMBERS
31% HAVE NEVER BEEN MEMBERS
28% WERE RECENTLY MEMBERS

Bookers typical spend (excluding tee times) at a club on food, drinks, pro shop services etc:
47% £10-24, 24% £25-49, 20% up to £10, 7% £50-100, 1% more than £100

Member insights

REGISTERED MEMBERS
533K IN 2019
672K IN 2023

In 2022 we thought the cost of living crisis might precipitate a decline in membership, however in 2023 we have seen only a small drop (4,000) in registered members. Overall membership numbers are healthy as golfers continue to renew.

Member renewal

REGISTERED MEMBERS DECREASED BY LESS THAN 1% VS 2022

Of the sample set of clubs where member numbers decreased, 41% were in Ireland and Northern Ireland, 17% in Scotland and 42% in England. Welsh club member numbers remain flat YOY. Just 49 clubs lost 100+ members, while 63 lost 50-99 members.

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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