

Stay in the  
loop with the



# Annual Participation Report

2023

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

## BRS Golf facilitated

25.6M rounds

in 2023

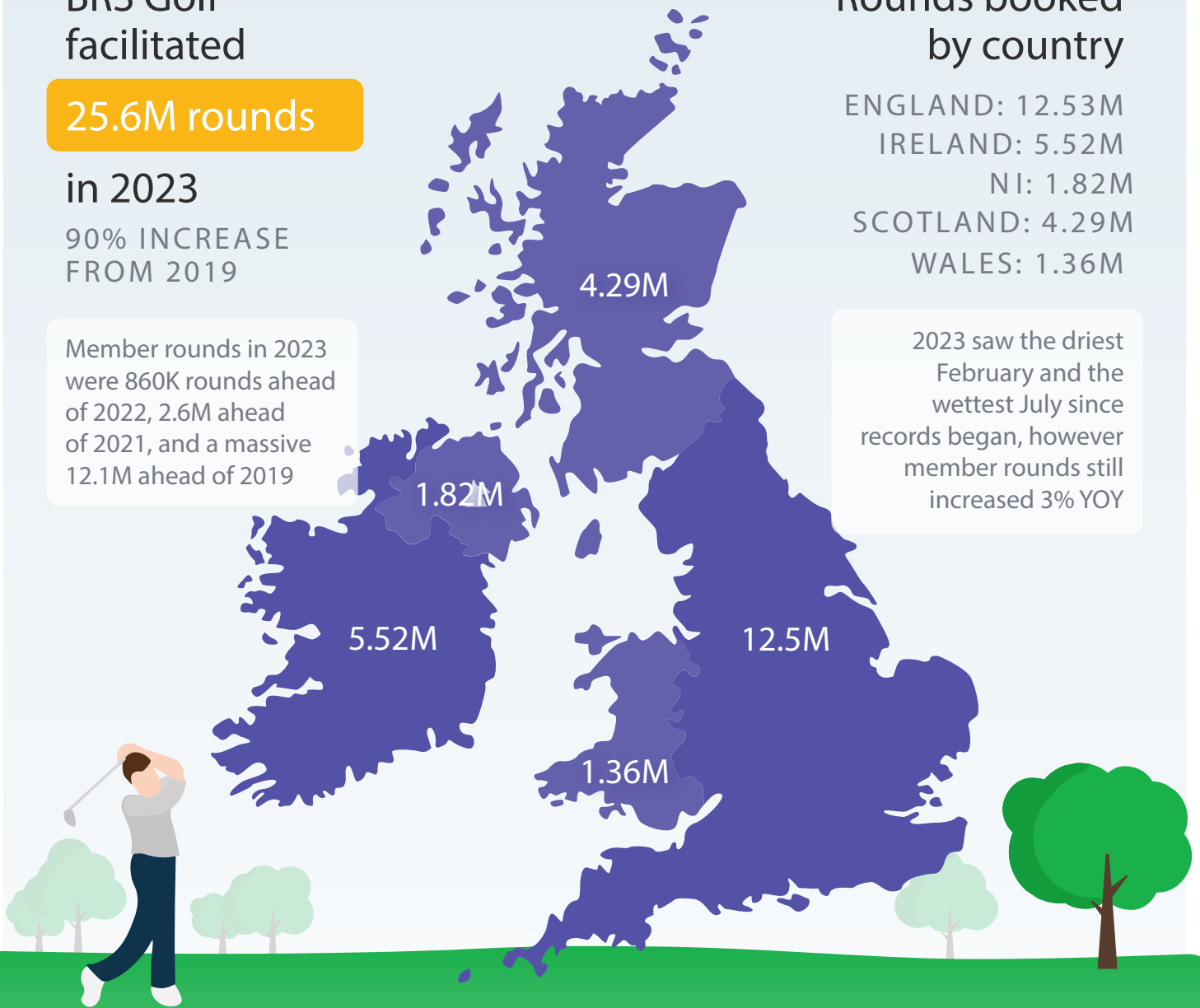
90% INCREASE  
FROM 2019

Member rounds in 2023 were 860K rounds ahead of 2022, 2.6M ahead of 2021, and a massive 12.1M ahead of 2019

## Rounds booked by country

ENGLAND: 12.53M  
IRELAND: 5.52M  
NI: 1.82M  
SCOTLAND: 4.29M  
WALES: 1.36M

2023 saw the driest February and the wettest July since records began, however member rounds still increased 3% YOY



£13M in revenue generated for GolfNow course partners

66K new bookers joined GolfNow in 2023

AVERAGE PRICE PER PLAYER UP  
3% YOY

The demand for visitor tee times remained strong in 2023 with GolfNow recording its highest ever number of rounds booked through the platform.

In 2023 GolfNow processed more than 1 million visitor rounds across the UK & Ireland. Our app was downloaded over 190K times and 67% of bookings were made via the app.

## A Closer Look

ENG (NORTH): 0% YOY  
 ENG (SOUTH): -1% YOY  
 ENG (MIDLANDS): +6%

NI & IRELAND: +4% YOY  
 SCOTLAND: +8% YOY  
 WALES: + 6% YOY

Looking in more detail at rounds by country and regional England, we can see growth has been strongest in Scotland, Wales and the Midlands

## GolfNow Reports

MAKE DATA DRIVEN  
 DECISIONS

Do you know your club's peak playing times and how they have changed?  
 How could your club optimise green fee revenue?  
 Common questions for club professionals. With Reports, we're here to provide you with the answers you need to drive success at your club

## BRS Golf products

BRS Golf is the most installed tee sheet in the world. Our range of products from Membership Management to point-of-sale integrate seamlessly.

## Get in touch

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