



Several of our customers have come to us because they need help:

Attracting new club members

Filling golf classes

Increasing sales in their shop or restaurant

Enhance their profits





## GOLF ACTIVITY: How Many People?

3.5m **ADULTS** 

2.8m

**ADULTS** 

**FULL LENGTH** COURSE +0.2m 6-17y.o.



9.3m **ADULTS** 

HAVE SOME INVOLVEMENT IN AT LEAST ONE OF THESE FORMS OF GOLF

+1.7m 6-17 year olds

DRIVING RANGE +0.3m 6-17y.o.

> 9 HOLE COURSE +0.2m 6-17y.o.

> > **ADVENTURE** +0.7m 6-17y.o.

2.0m **ADULTS** 

GOLF

PITCH & PUTT +0.4m 6-17y.o.

2.0m **ADULTS** 1.9m

> **GOLF** COMPUTER GAMES +0.2m 6-17y.o.

1.7m

PUTTING GREEN +0.2m 6-17y.o.



PAR 3 / SHORT COURSE +0.2m 6-17y.o.



0.2m

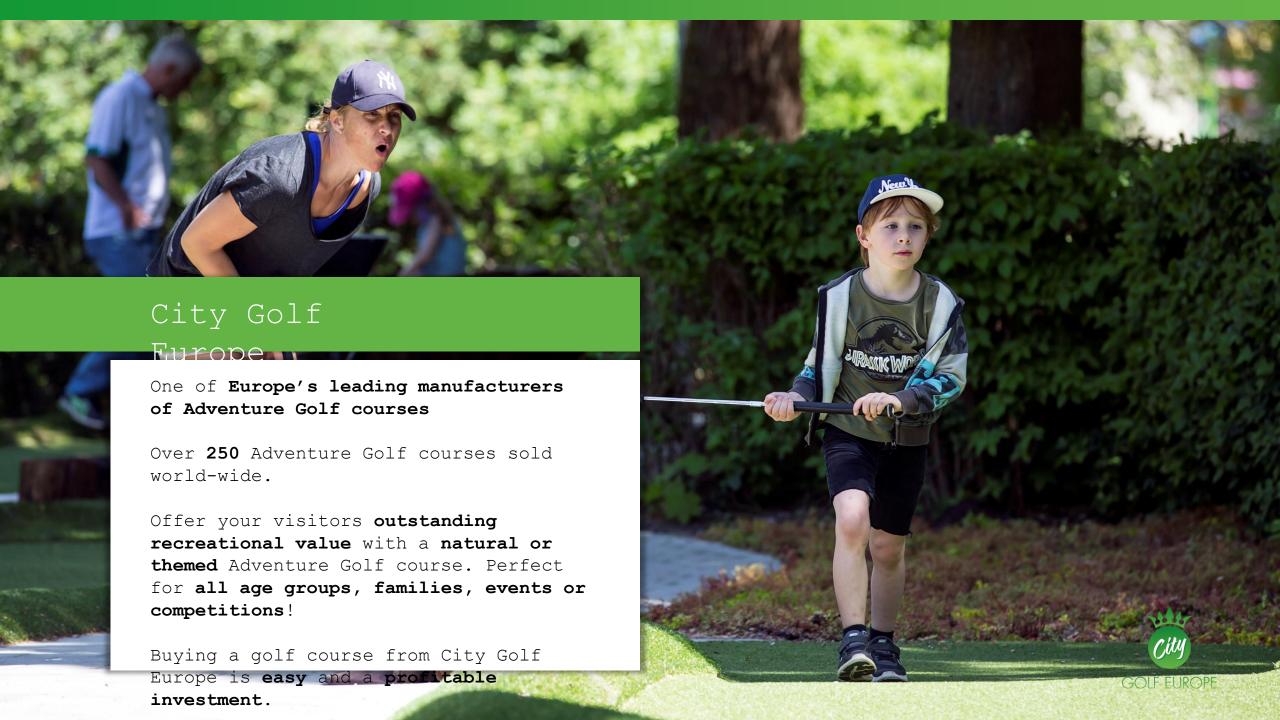
0.1m ANY OTHER +40k 6-17y.o.

SCHOOL +0.2m 6-17y.o.

GOLF SIMULATOR +0.1m 6-17y.o.

0.3m

This graphic shows the absolute number of people who have taken part in each of the categories of golf in the past year, including the broader definition of golf activity



Adventure Golf facilities built for Golf Clubs in Europe

#### Germany

Bad Arolsen Golf- und Landclub Gut Wissmannshof

#### Great Britain

Hersham Golf Club
Abbey Hill
Hoebridge Golf Centre
The Celtic Manor
Rivenhall Oaks Golf Centre
Kingswood Golf Centre
Rustington Golf Centre
Bristol Golf Centre
Trent Lock Golf Centre
Norwich Family Golf Centre

#### Sweden

Hälla Golf

#### Norway

Trysilfjellet Golfb

#### Danmark

Himmerland golf & s

#### Netherlands

Golfbaan IJsselweid



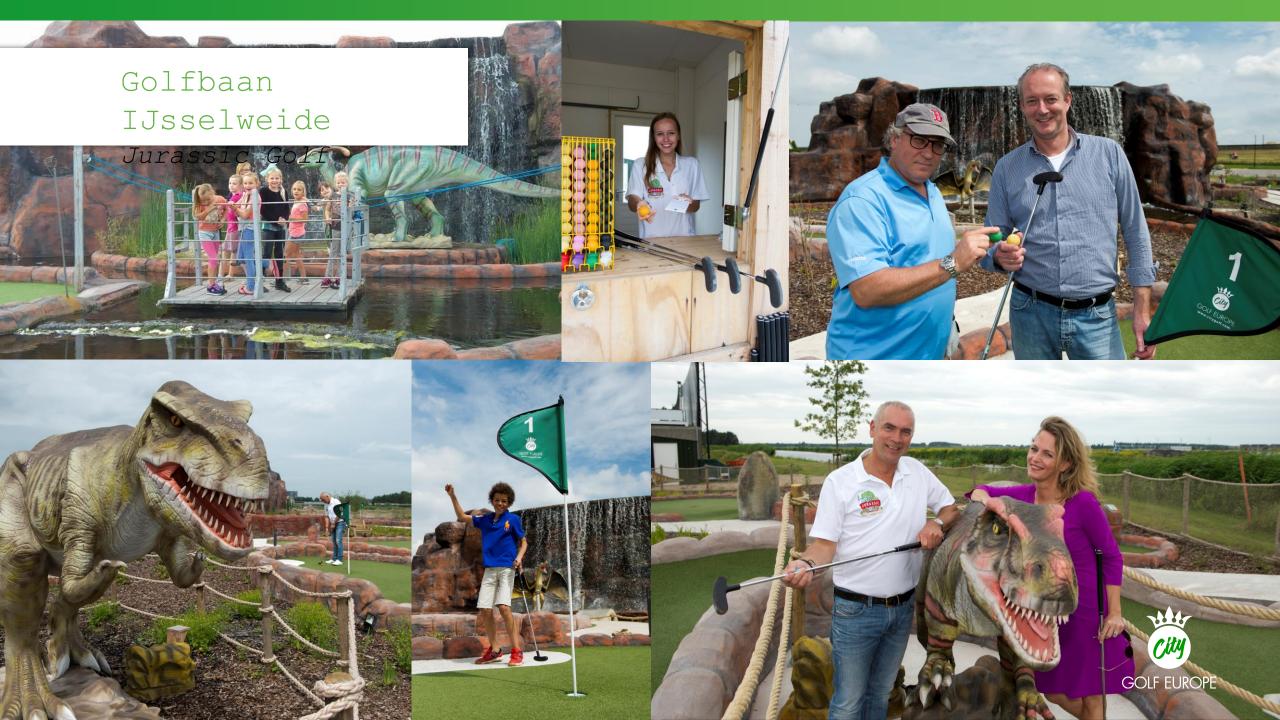




- Mike O'Connell at Hoebridge Golf Centre

GOLF EUROPE





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