



The R&A
International Golf
Conference 2023

GOLF'S **GOLDEN** OPPORTUNITY

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R&A



NUMBERS and LEARNINGS

- Women & Golf launched in Denmark 2022
- Today 59 participating golf clubs (32% of all clubs)
- 1000 new golf-women this year



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LONG STORY SHORT

DGU - Women & Golf

SWIPE

175 €

- 8-week program - women only;
- Extra activities: sauna, yoga, dancing, tapas & wine, BBQ and more;
- DGU provides local clubs with 10 women through lead generation (Facebook);
- Clubs search for women through flyers, their website, ads etc.

 Players 1st



NUMBERS and LEARNINGS

- 75% will become members after ending program
- High satisfaction 92 (Scale from 1 to 100)
- Reasonable price 95 (Scale from 1 to 100)



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