



The R&A  
International Golf  
Conference 2023

# GOLF'S **GOLDEN** OPPORTUNITY

Yuko Tashiro, Chair - Accordia Golf Co., Ltd.

R&A



**Enhancing the Club Experience.**

**Women make a big difference  
to the golf industry**

# Women make a big difference to the golf industry.

- Golf has been a male-oriented sport
- Women's needs are different from men golfers' needs
- Increasing the # of women golfers will expand the market size (# of single young women tripled in 30 years in Japan)
- Women are better suited to the service business in general



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# Accordia Golf Overview.

- 171 golf courses + 27 driving ranges
- No. 1 in sales in Japan
- Number of golf courses  
=No.3 in the world & No.1 in Japan

	Japan Market	Accordia	% of share
# of golf courses	2,198	170	7.73%
# of rounds (000)	81,340	11,740	14.43%

# Accordia's Golf Business Model.

- Anybody can enjoy golf at our facilities!
- Casual & affordable
- Self-service style
- Course tailored to beginners, seniors and women
- Fully utilize economies of scale
- Utilize IT technologies
  - Reservations, self check-in & out, data analysis, DX marketing

# Accordia's Commitments For Women In Golf Charter.

*March 2021*

- Developing women-friendly golf facilities
- Hosting events exclusively for female golfers
- Supporting our female employees



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# Developing women-friendly golf facilities.





# BUILDING COMMUNITY.



- “Friends”, a women’s golf community, was kicked off in April, 2022.
- Almost 30,000 women signed up in the first year.
- Communication via Social Media
- Receive one free soft drink each round
- Regular women-only events at various locations
- Women in this community played an average of 11 rounds in 2022 compared to 3 rounds by other women at our facilities



# GOLF IS A LOT OF FUN.

**Friends BINGO CARD**

氏名

ダブルボギー	バンカーならず	No.55 ボール	ファーのかげ声	バンカーtoバンカー
レインウェア所持	2ndショットオナー	ボギー	朝ごはんを食べた	NICE IN ハイタッチ
ヘッドカバー5個以上装着	左手のみグローブ着用	FREE	ワンオン	木に直撃
ピンクを入れたファッション	池	フェアウェイ	パターでアプローチ	OB
100切り達成	ピンクボール使用	ボールボーチ着用	パーディー	チップイン



- Not a competition, but a fun game  
- Keep your score to yourself
- You can move your ball to the fairway if it is in a bad spot
- Play golf bingo and win a nice prize - no need to worry about your score
- Prizes are provided by sponsors
- Seasonal themes for what to wear and best-dressed prizes (Cherry blossoms or X-mas, etc.)
- Gourmet dessert at every event.



Samantha Thavasa



# HOW TO MAKE WOMEN INTERESTED?



#accordia

Magazine attract non-golfers

Website/Social Media

- Partnership with women's fashion magazines
- Invite influencers and have them post information and pictures at #accordia



- Announce future event schedules on our website
- Send announcements via e-mails & social media



# SUPPORTING OUR FEMALE EMPLOYEES.



- Women course maintenance team invited to work in Tokyo Olympics
- Women, who are very precise, are well-suited to cutting cups and raking bankers
- Facilities in course maintenance station has been renovated for women staff
- Women employees run a committee for increasing # of women golfers
- # of women managers and above increased by 35% in 5 years

# Women can make a big difference to the golf industry.

- 1.5MM rounds are played by women golfers at our facilities in 2022. Our goal is to make it to 2 MM rounds in 5 years
- A golf course with more women golfers can charge higher fees than other courses in the same area = more revenue
- Partnerships with various corporate sponsors influence women who are not yet in the golf market
- Talented women employees can contribute to the company's success



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