



The R&A  
International Golf  
Conference 2023

# GOLF'S **GOLDEN** OPPORTUNITY

Caroline Huyskes – President Royal Netherlands Golf Federation & President Elect EGA

R&A



**WHERE ARE WE NOW AND WHERE CAN WE  
GO.**

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**The average age of a golfer in The Netherlands increased from 49 to 54 years in the last 12 years – the group golfers in the age group 25 to 45 years is decreasing drastically**

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# If we do nothing, in 2030, this can – and probably will – be the result for golf in The Netherlands.

33% of our golfers will be over 70+ in 2030



< 20% female players  
In age group 25 – 50  
years



High outflow of new golfers  
especially in age 25 – 50  
years



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# NGF strategy going forward.

## Missions.

Improve image of golf among younger population

Attract new golfers (25 - 50 years)

More women in all age groups

Retain golfers in the first 5 years



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# We will focus on 3 pillars.

1. Marketing Campaign (additional € 1.5 million a year)
  - i. Change image
  - ii. Awareness in age group 25-50 years and especially women
  
2. Account management
  - i. Probeer Golf ('try golf')
  - ii. GolfStart (2 packages)
  - iii. Women's Golf
  - iv. Membership differentiation
  - v. Various other products (including formats of golf)
  - vi. Accessible (facilities) golf courses
  - vii. Diversity in boards
  
3. Event(s)
  - i. LET event(s)
  - ii. Solheim Cup in 2026



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# Marketing Campaign – Welcome to the Club.

- Improve the image of golf
- From exclusive to inclusive
- Accessible
- Integration of traditions
- Everybody is welcome
- Marketing model
  - touch      reframe golf
  - tell        joy of golf
  - sell        try golf
  - care        my club



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# Look & Feel.





