



The R&A
International Golf
Conference 2023

IT'S ALL ABOUT **GROWING** THE GAME

How the ffgolf capitalizes
on the Ryder Cup 2018 and the Olympic Games 2024
to develop the game in France

Christophe MUNIESA – General Manager French Golf Federation

R&A

Preconceived ideas about golf in France

- Elitist game
- No famous champion or even French player
- Not fun
- Not a sport
- Time consuming
- Environmentally unfriendly

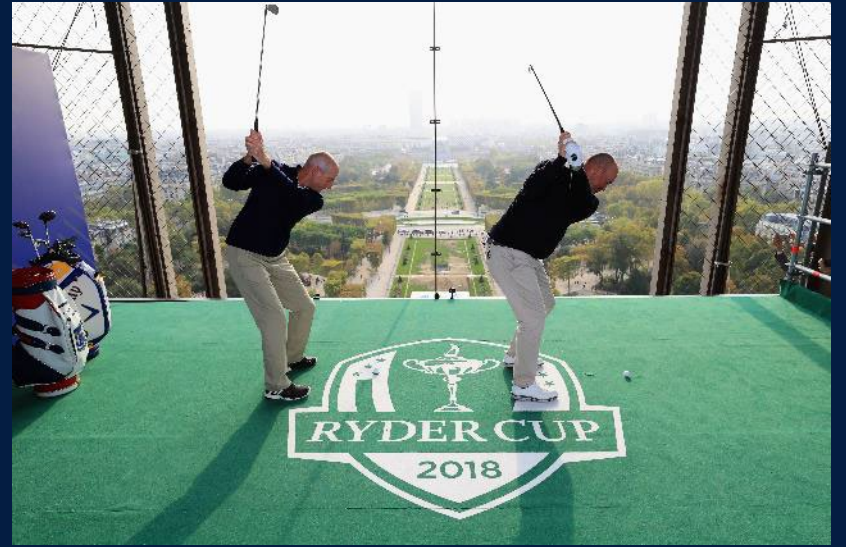
So why host a legendary sporting event?



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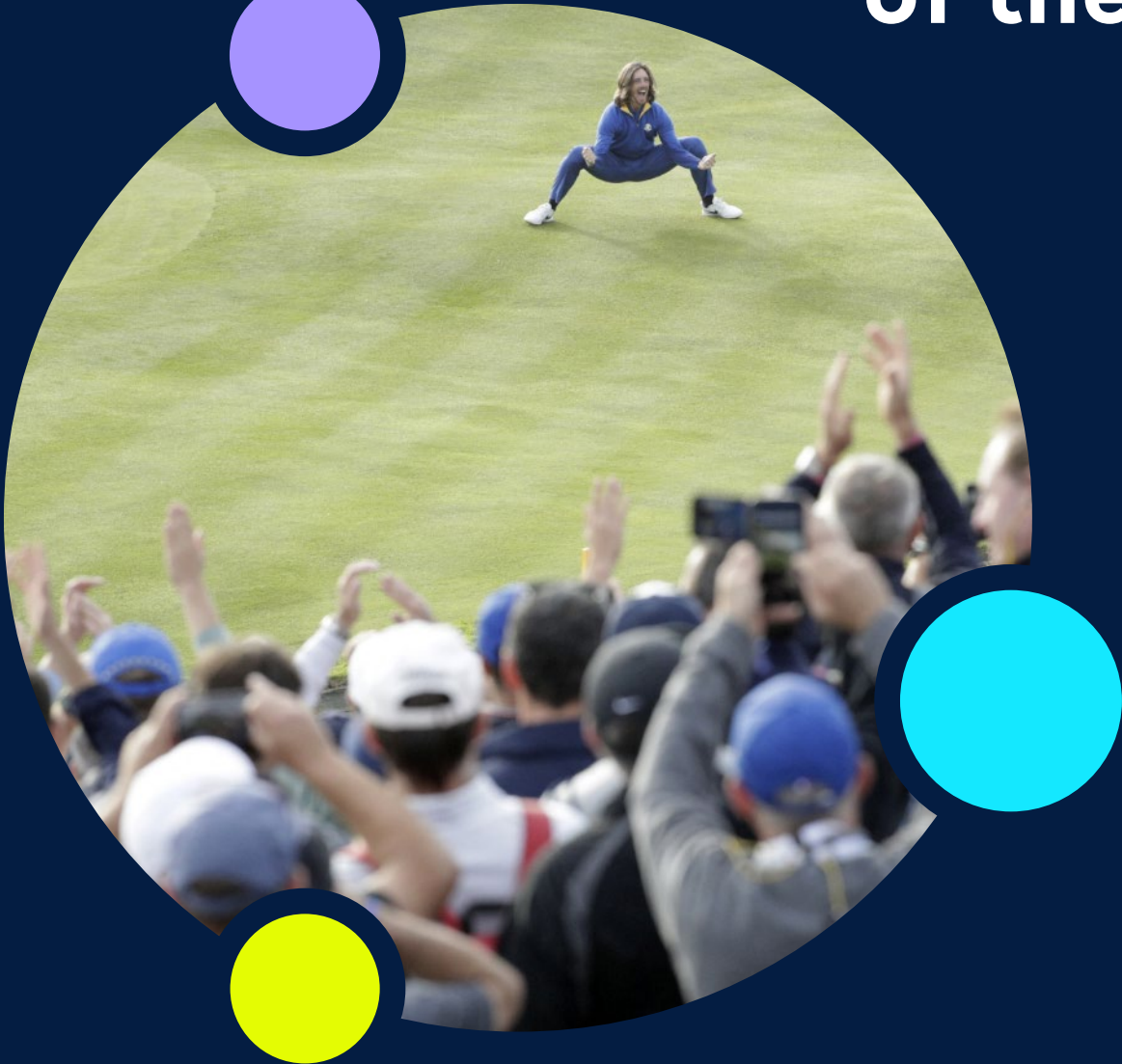


LE GOLF NATIONAL
FRANCE



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Opportunities raised by the hosting of the Ryder Cup and Paris 2024



- Awareness of golf
- Draws attention
- Coverage of the event
- Demonstration as a high-performance sport

However...

An event will not help you attract more golfers in the golf clubs

You need to rely on an ambitious

ACTIVATION PLAN



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A strong activation plan in the lead up to the **Ryder Cup**



In France this activation has been articulated around **3 pillars** :

- 1. School**
- 2. General public**
- 3. Facilities**

+ a strong digital campaign



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A strong activation plan

EDUCATION

Mon Carnet de Golf educational programme
Invitations to the Junior Ryder Cup
Year to go celebration



- ➔ MEDIA COVERAGE
- Diversity
- Health benefits
- For a life time
- Environment friendly
- Lady application

CREATING NEW FACILITIES

The 100 compact urban golf courses plan



GOLF COMES TO THE FRENCH

A strong national programme of free beginners' lessons at our golfs
Ryder Cup Golf Tour in the heart of the cities:
Golf swings in Paris Ambassadors



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The French legacy, key facts and figures

- 120,000 new golfers in the last 12 years
 - Increase in registered golfers' rates : 442,000 players affiliated to the ffgolf
 - Growth of the game : ranked 4th among the sports' federations in France
 - Our digital platform *ffgolf.org* is stronger than ever
 - 270K active users per month
 - 2,2M page views per month
 - 405K subscribers for our newsletter (42% opening rate)
- ... and so are our social networks
- 121K on Facebook / 7,7M users reached per year
 - 48K on Instagram / 7,8M users reached per year
 - 42K on TikTok (launched on March 2022)



ffgolf.org



FRANCE TO HOST THE 2018 RYDER CUP
AT LE GOLF NATIONAL

Je t'aime



FROGGIES LOVE GOLF TOO

GOLF

ffgolf®
EN ASSOCIATION AVEC



Où ?
Le Golf National

Quand ? 1^{er} au 4 août et 7 au 10 août 2024



THANK YOU !