

## International golf membership

The international golf membership base has increased significantly during recent years. Now there are close to 7,000 golf courses and almost 4.5 million affiliated golfers in Europe, the Middle East and Africa. Still, to grow membership is to manage supply and demand effectively, and few countries within the EMA region can lay claim to such a well-developed golf market.

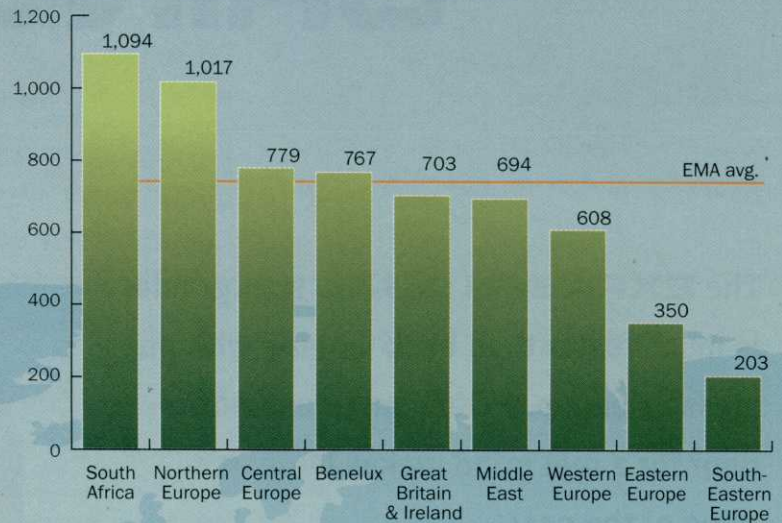
In Europe, golf in Scandinavia is the most affordable, which also explains why golf clubs in these countries have been able to grow their membership bases significantly. Eighteen-hole golf courses in northern Europe, Spain and South Africa have the highest number of members in the EMA region, averaging more than 1,000 people in most of these countries.

Eighteen-hole golf courses in Great Britain, Ireland and South Africa have the highest share of individual male members among all regions (63 percent). On the other hand, the share of female members is the highest at Central European golf clubs, which have about one third of the total membership base on average.

Collating data from almost 1,500 golf courses in Europe, the Middle East and Africa, the 2007 Golf Benchmark Survey allows facilities to compare their individual operational and financial performances against high, average and low performers in their geographic markets. Membership information is a key demand indicator of the survey.

Source: KMPG's Golf Benchmark Survey 2007

Average number of members of 18-hole golf courses.



Membership composition of 18-hole golf courses by region.

