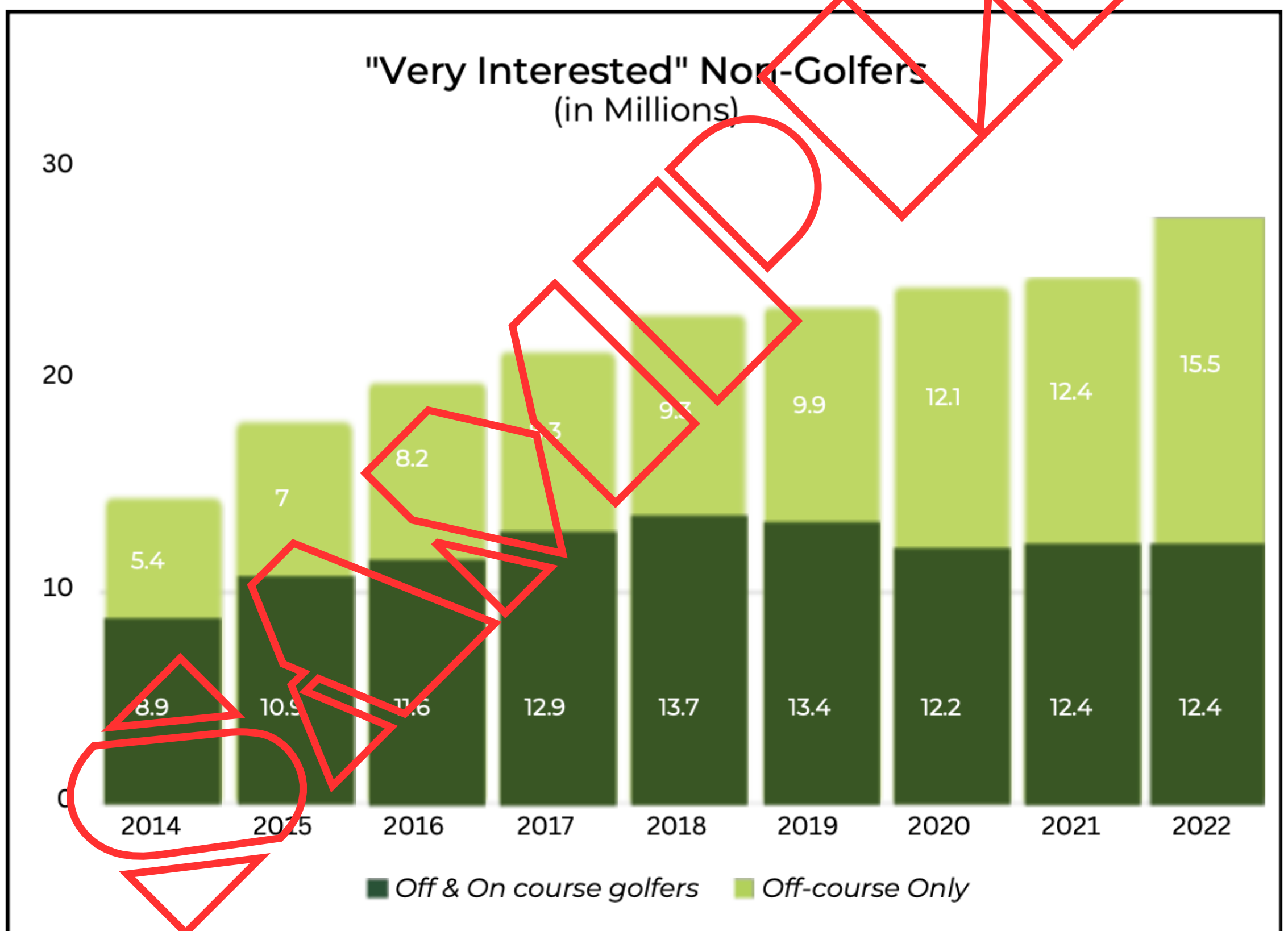


Off-Course Golfers

While traditional, on-course participation has grown by about 5% over the past three years - the industry's biggest rise since the early 2000s - engagement with off-course forms of golf is up almost 20% over the same period.

Given the continued proliferation of golf entertainment venues and indoor simulator facilities, the number of off-course participants in 2022 surged past on-course players for the first time since tracking of the category began less than a decade ago. In 2014, there were 14.3 million off-course golfers, so that participant pool has almost doubled in total.



NGF research shows that approachable, non-intimidating environments for golf (such as Topgolf and golf entertainment venues like it) help to cultivate interest in the traditional game. The correlative rise in interest in playing on a course for the first time corroborates those findings.