



Golf Access

Case Study

China Fleet Golf Club

China Fleet Golf Club has had great success with the Golf Access program over the last year.

The club organises fortnightly family Golf Access events throughout the year and have introduced over 40 new players onto the golf course.

China Fleet have generated income of £7,100 over the last 12 months from an investment of £500 on Golf Access, resulting in a 1320% return on investment.

Average Participants per session: 15
Total Members: 10 (3 Adults & 7 Juniors)



Financial benefit of Golf Access to all areas of the golf club:

Golf Access Sessions - £1,920
Membership - £2,840
Additional golf coaching - £910.00
Professional Shop Sales - £150.00
Driving Range - £780.00
Food and Beverage - £500.00
Total income from Golf Access:

£7,100

"The Golf Access programme is a great way of getting the whole family introduced to the game of golf, and with China Fleet Country Club always looking to encourage family activities, this is a perfect way to get everyone involved. From my experience as a junior golfer and now working in the industry, I believe people want to experience the real thing so getting them out onto the golf course is a great way to keep people enthusiastic and returning every session.

Golf Access is a ready-made structure to promote and reward progression, from complete beginner right the way up to completing the course and hopefully joining as a club member. Introducing more people into the game of golf, resulting in more active members of the club is one of my main aims as Golf Manager at China Fleet."

Ben Water - China Fleet Golf Club
Golf and Estate Manager

