



Norges
Golf forbund

Europa og Norge



Line Berg



André Jåtog



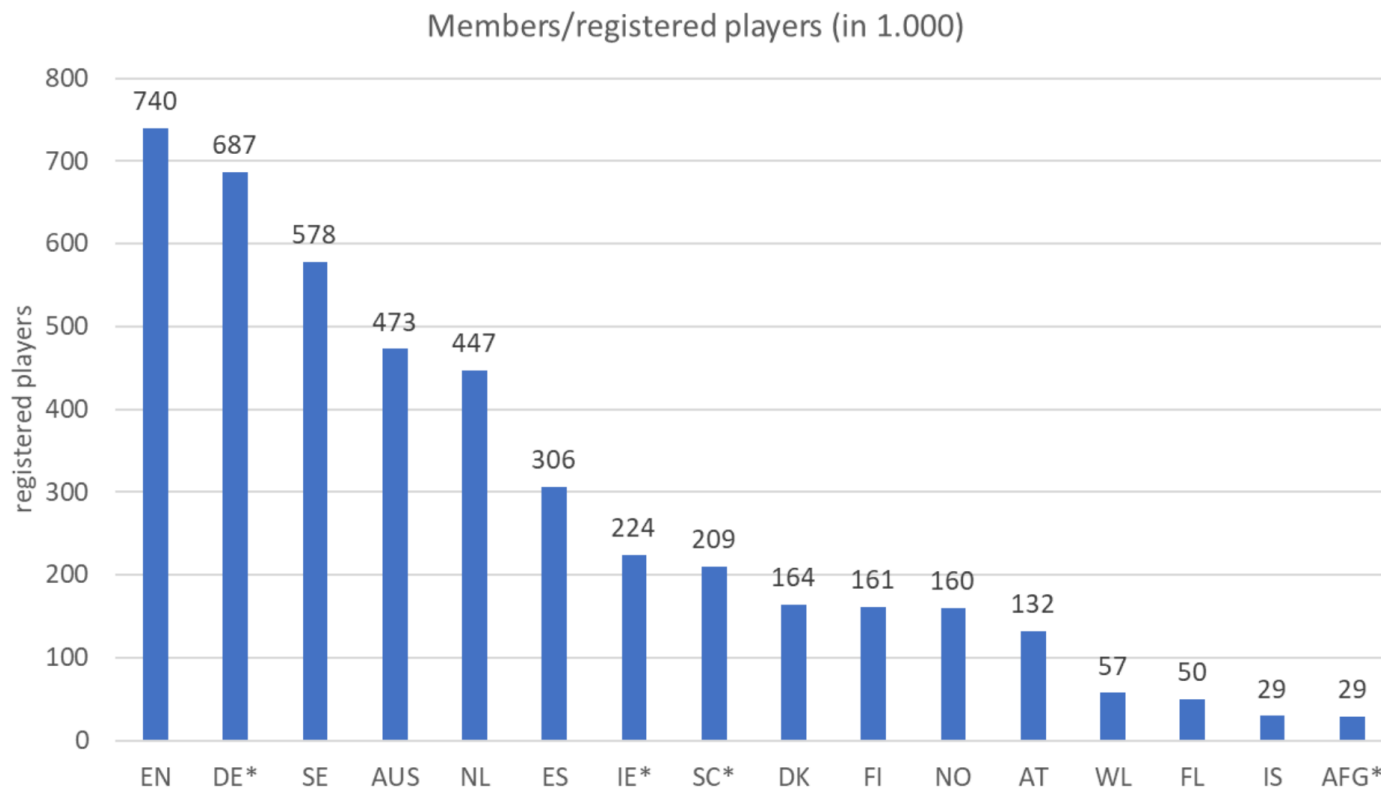
Europa



Europatallene er fra august 2025



Registrerte medlemmer

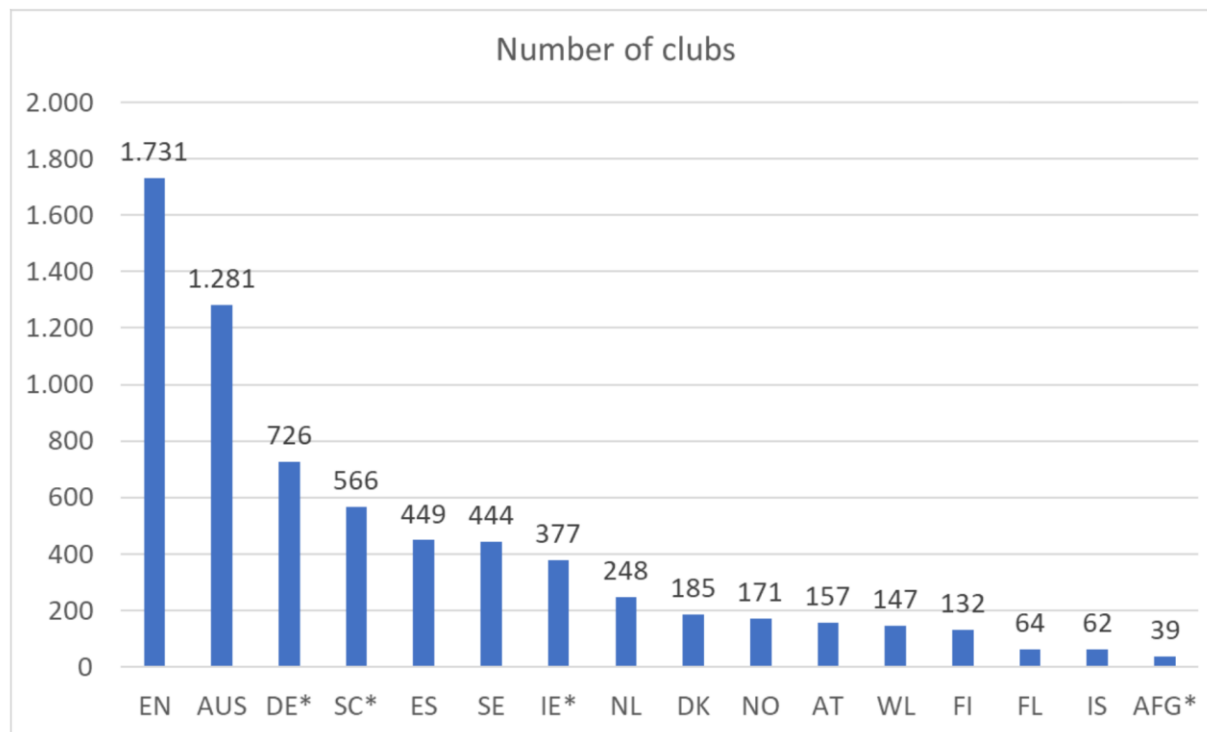


Antall klubber



Number of clubs

Federations Benchmarking

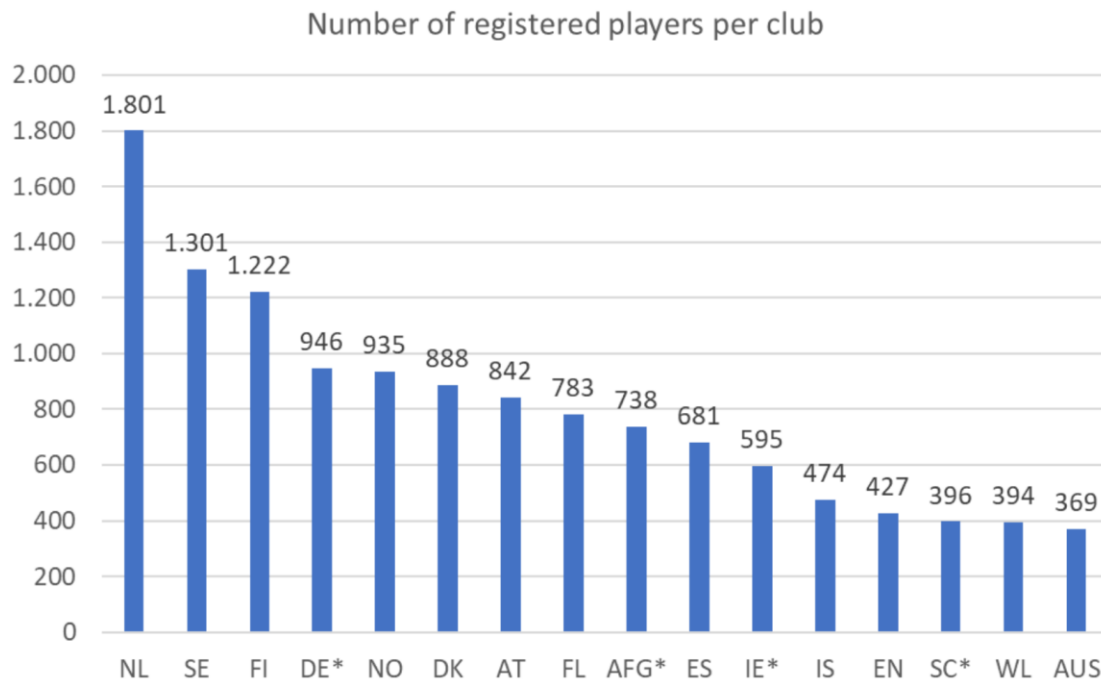


Registrerte medlemmer per klubb



Number of clubs

Federations Benchmarking



Utviklingen

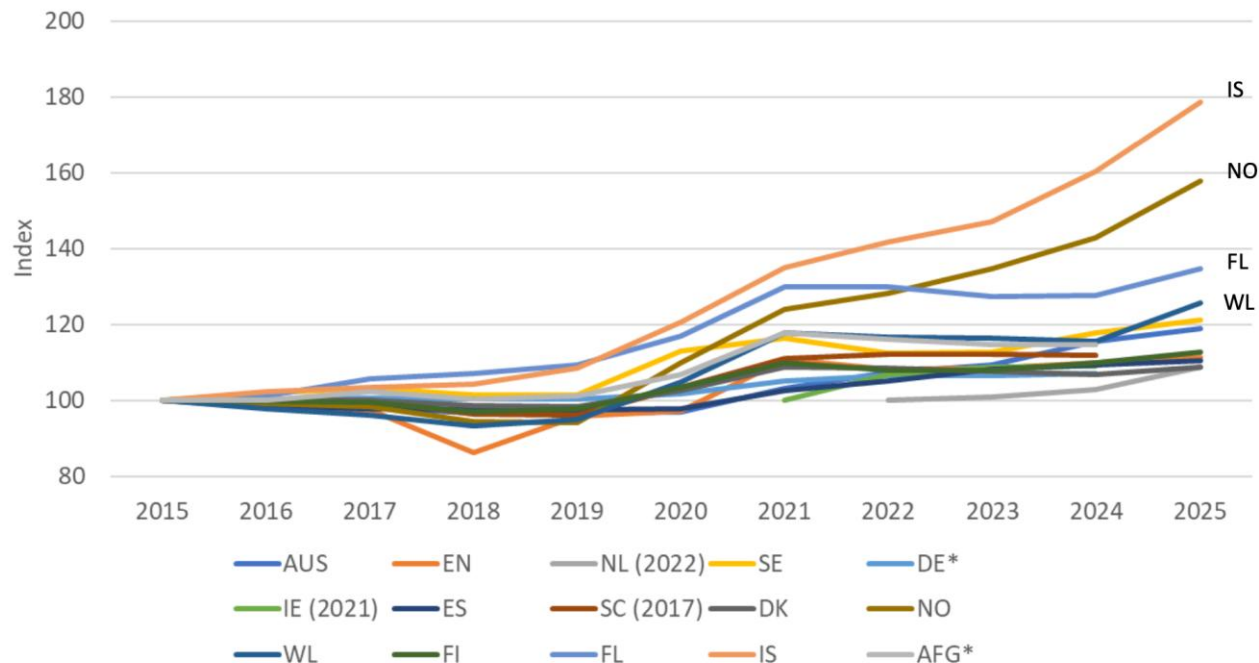
2015 - 2025



Registered Members

Federations Benchmarking

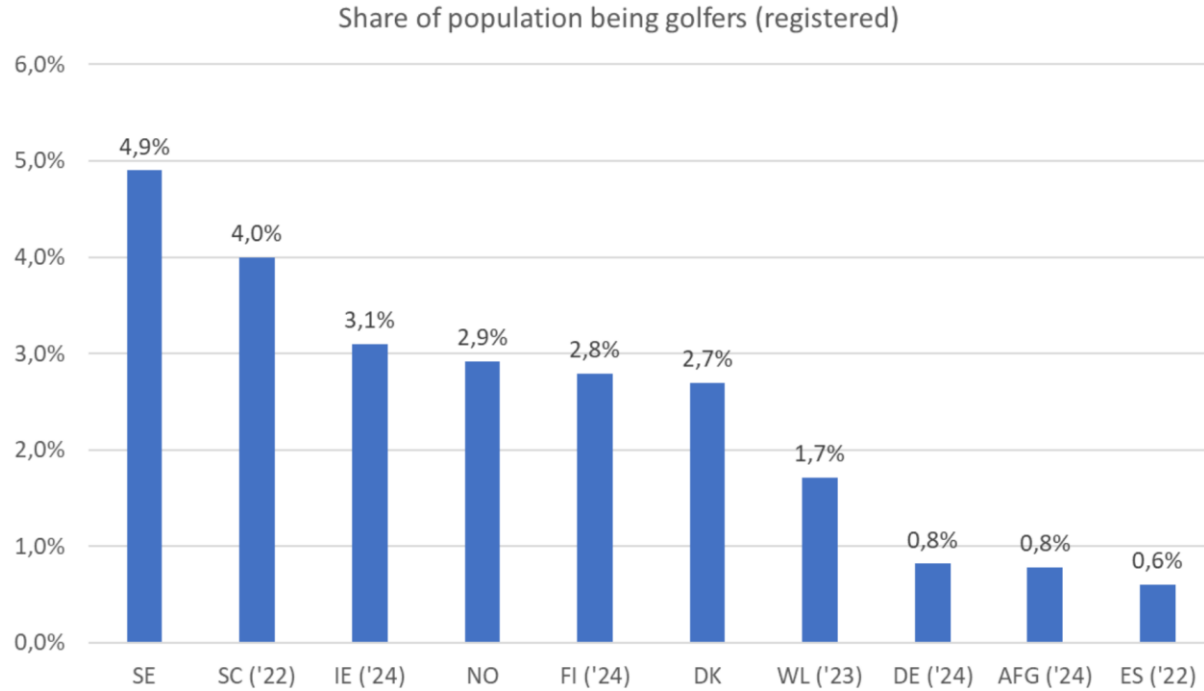
Development in registered members



Index vs 2015		
Country	2024	2025
IS	160	179
NO	143	158
FL	128	135
WL	116	126
AT	124	130
SE	118	121
AUS	116	119
FI	110	113
EN	110	111
ES	109	111
NL (2022)	103	109
DK	107	109
DE*	107	na
IE (2021)	109	na
SC (2017)	112	na
AFG*	115	na
Average	118	127

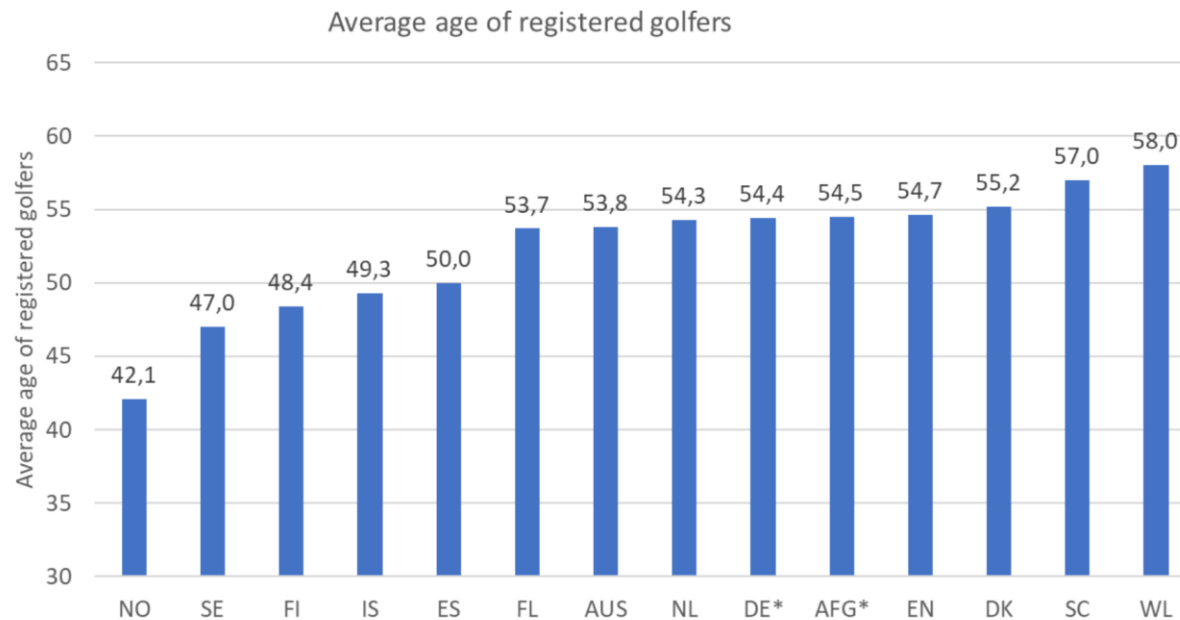
Andel av befolkningen som er medlem i en klubb





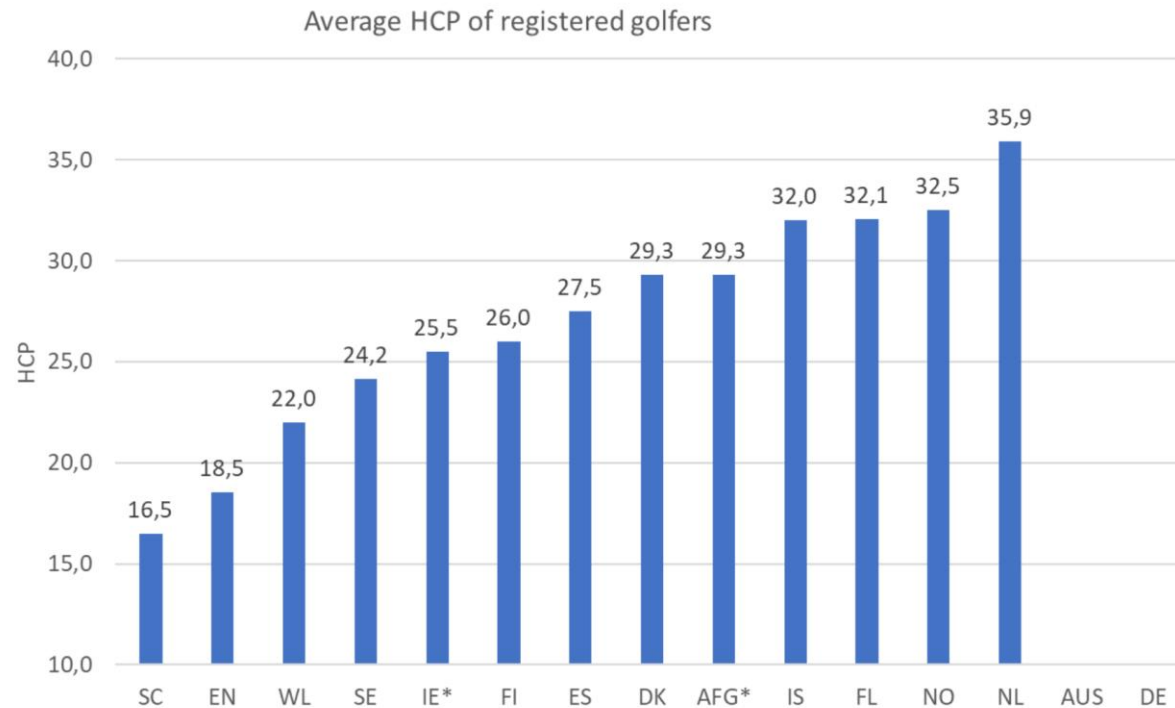
Snittalder





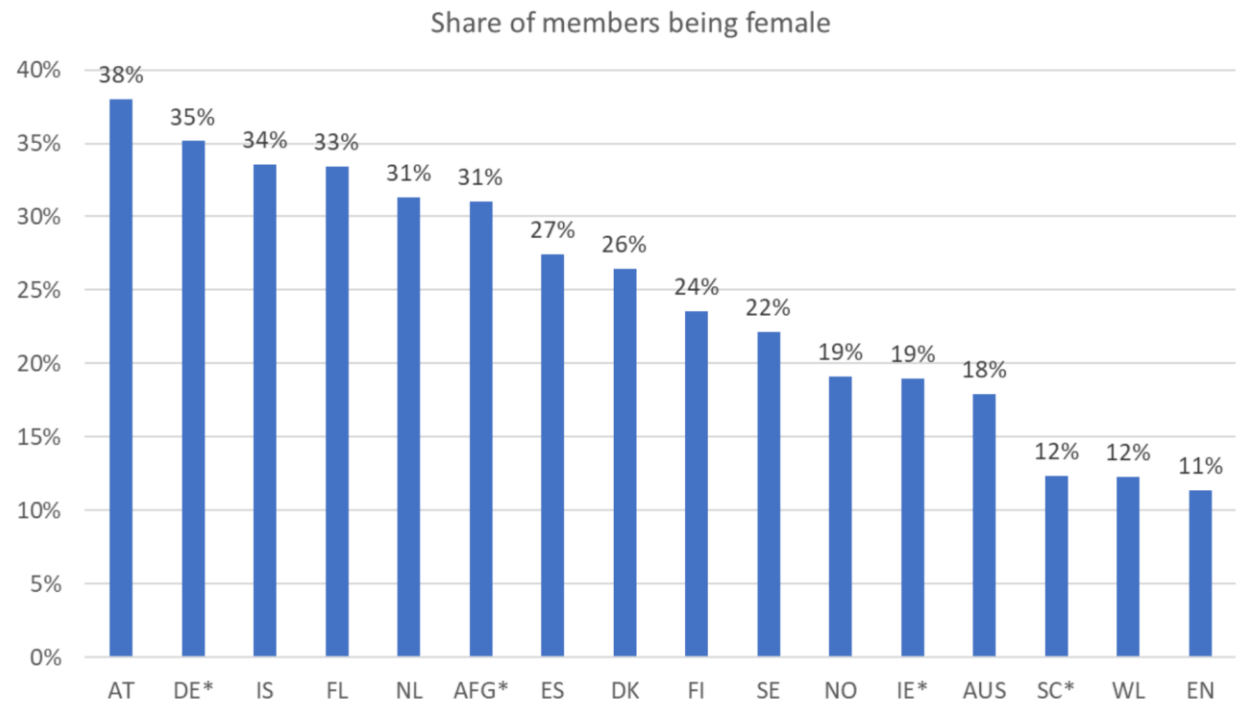
Snitt hcp





Kvinneandel





Tilfredshet



Ambassadørscore



Net Promoter Score (NPS)

Hvordan måles tilfredshet?

Hvor sannsynlig er det at du vil anbefale [club] til venner, familie eller kolleger?

Meget lite
sannsynlig

0

1

2

3

4

5

6

7

8

9

Meget
sannsynlig

10

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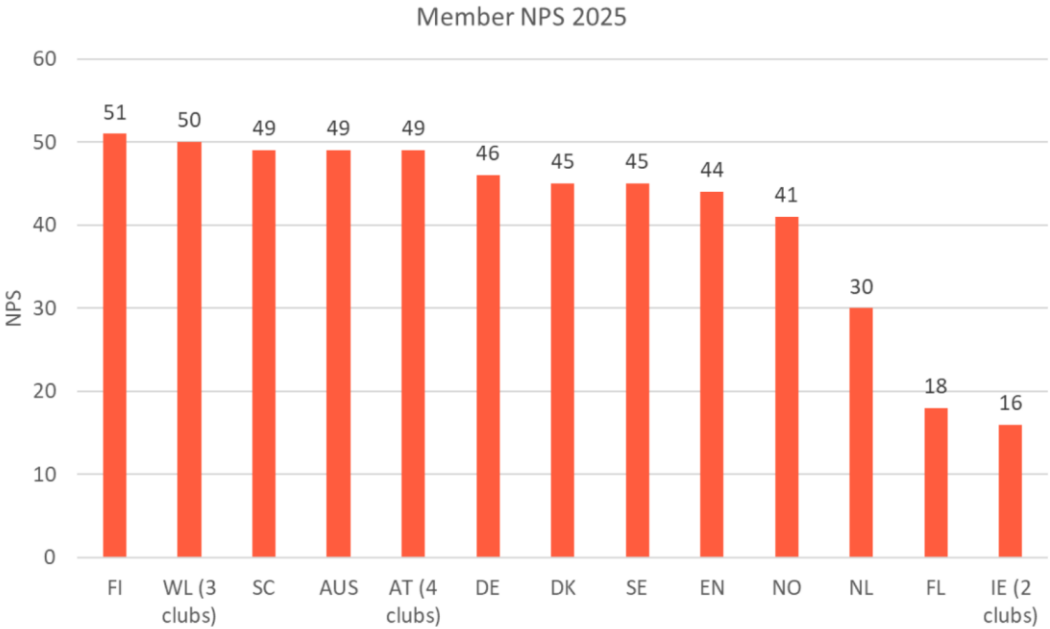
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Hvordan ser det ut i Norge?

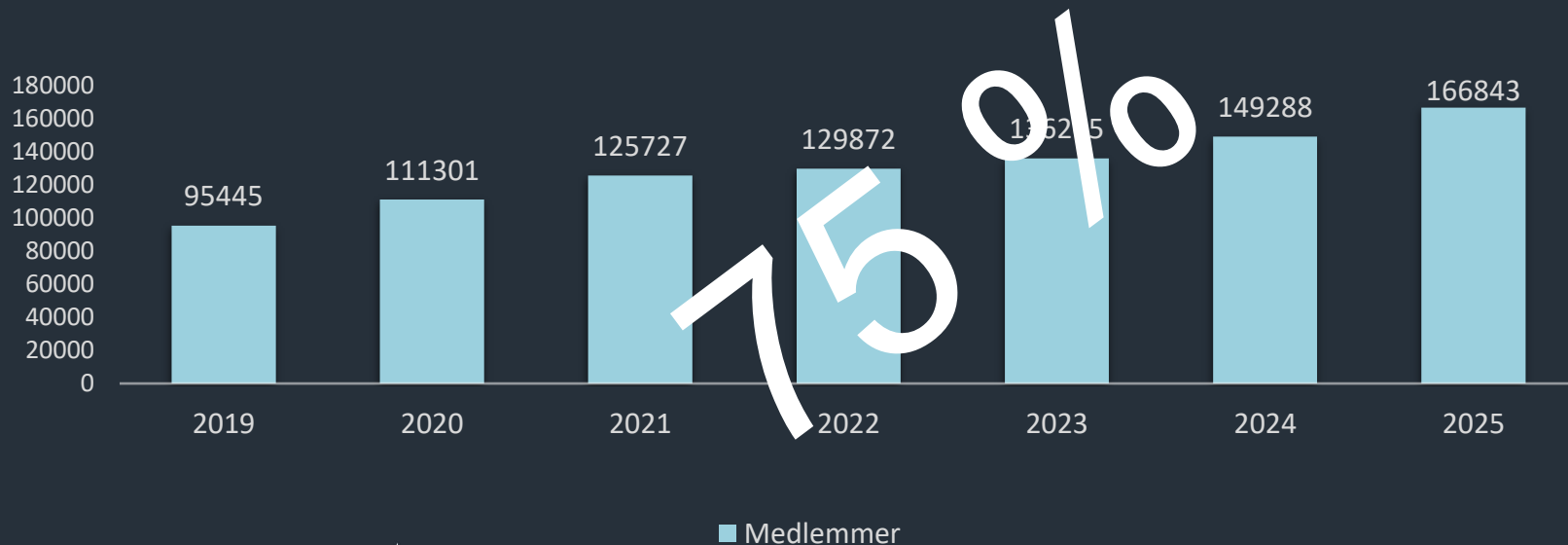


Utviklingen

2019 - 2025



Medlemsutvikling

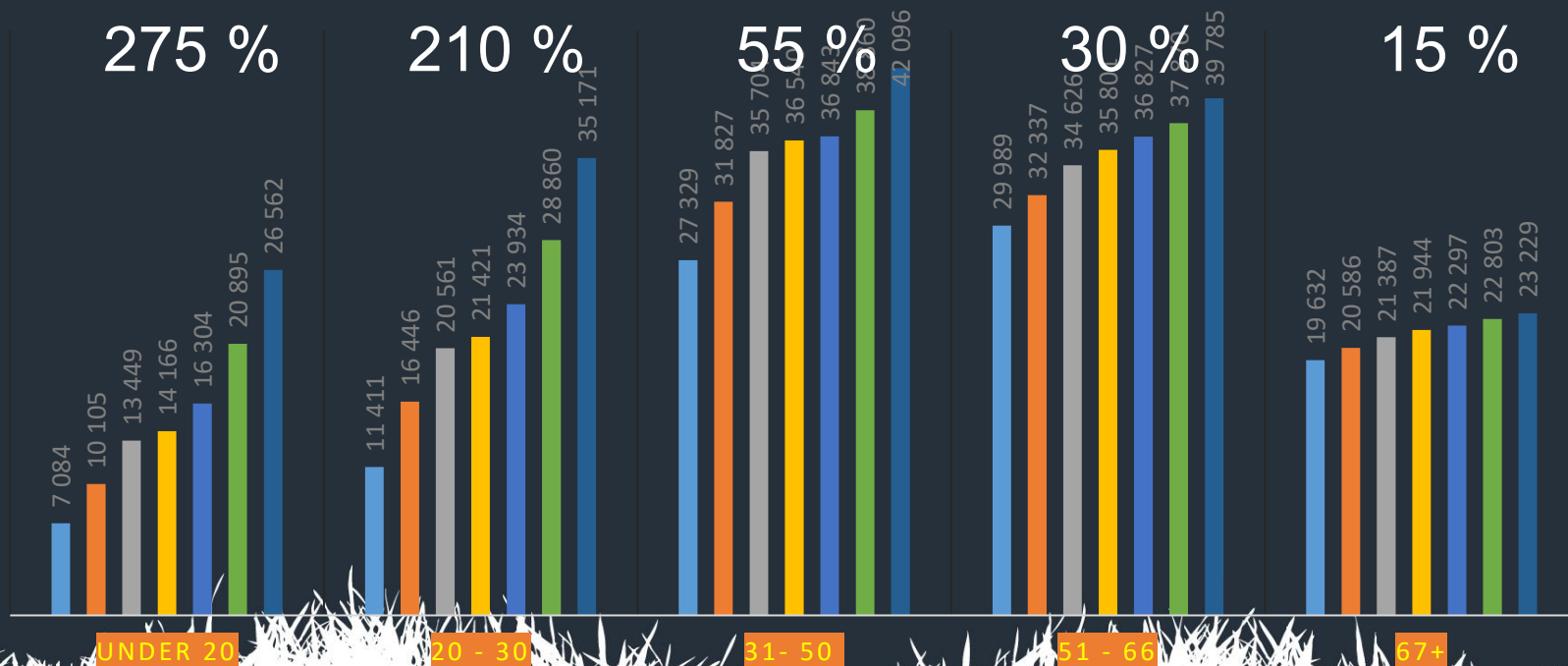


Utvikling segment



Norge

2019–2025



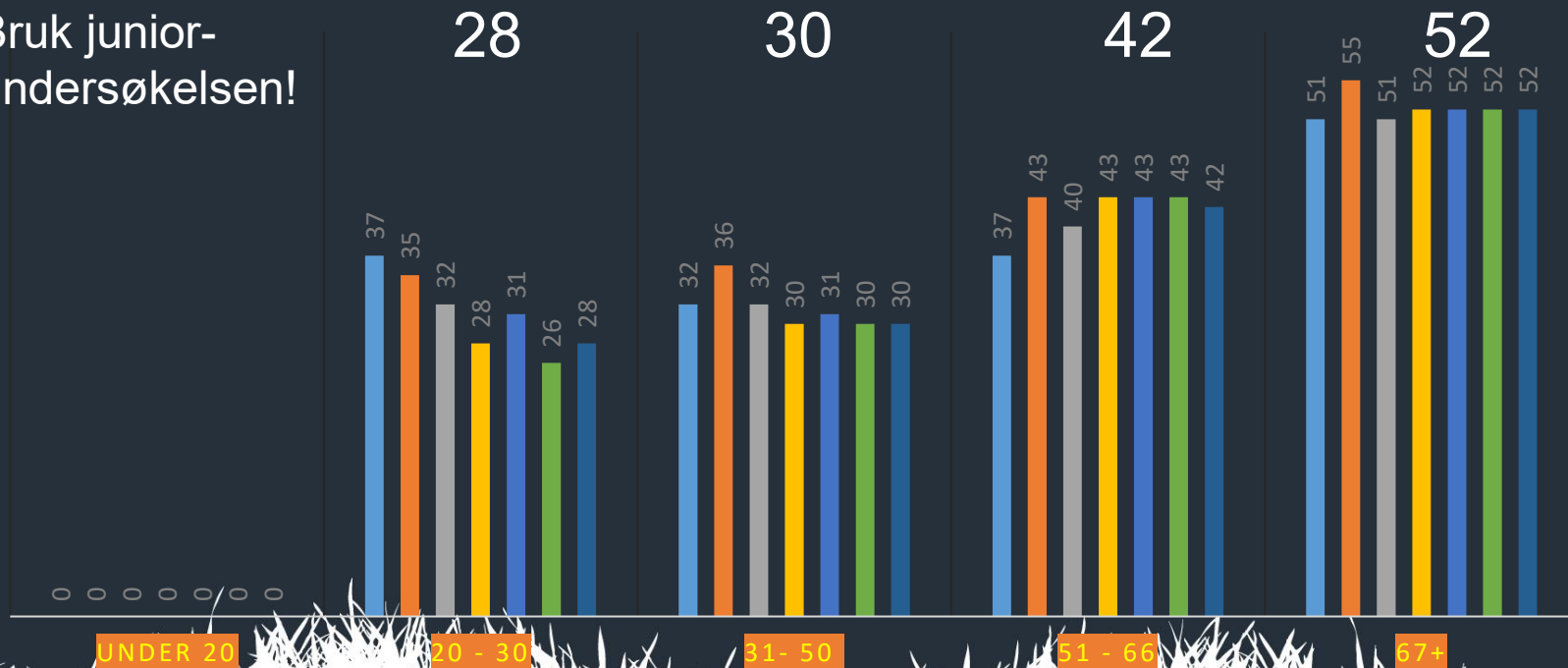
Hvor tilfreds er de forskjellige segmentene?



Tilfredshet Norge

2019–2025

Bruk junior-undersøkelsen!



Tilfredshet og utvikling

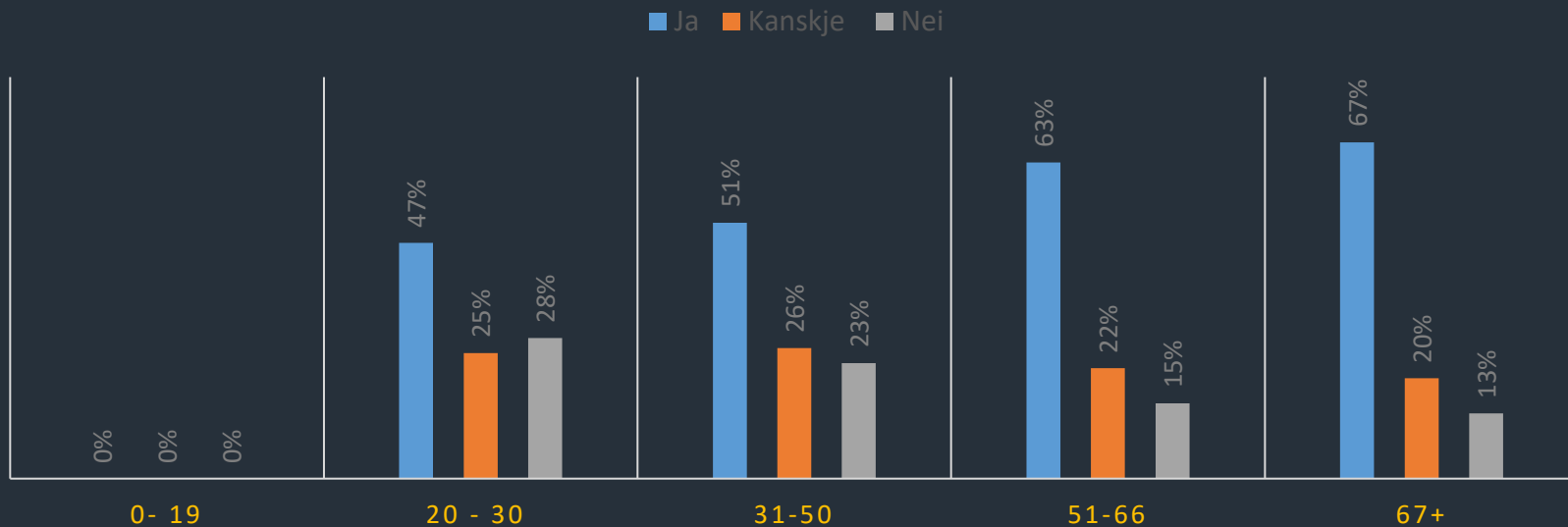




Ser du deg selv som medlem om to år?



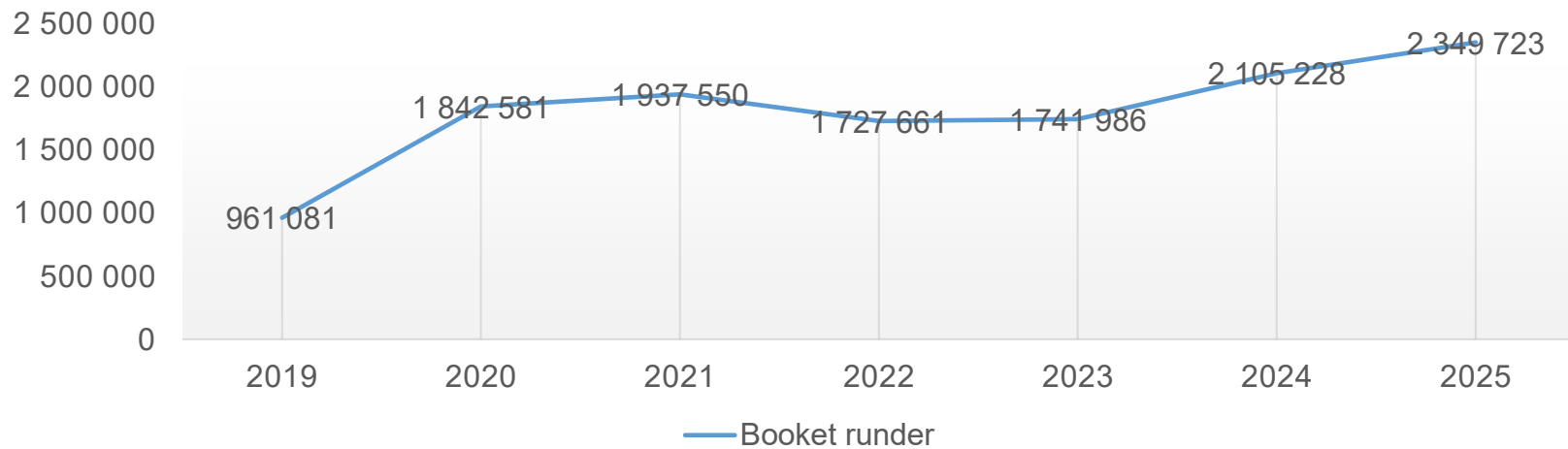
Lojalitet



Utvikling i booket runder



Booket runder



Booket runder



Snittalder



Utvikling i gjennomsnittsalder



Oppsummert



Refleksjoner

