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# A Satellite Account for Golf in the UK

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Based in St Andrews, The R&A runs The Open, elite amateur events, international matches and rankings. Together The R&A and the USGA govern the sport of golf worldwide, operating in separate jurisdictions but sharing a commitment to a single code for the Rules of Golf, Rules of Amateur Status and Equipment Standards. The R&A governs worldwide, outside of the United States and Mexico, with the consent of 156 organisations from amateur and professional golf and on behalf of over 30 million golfers in 143 countries.

The R&A is committed to working for golf and supports the growth of the sport internationally and the development and management of sustainable golf facilities.

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## EXECUTIVE SUMMARY

### INTRODUCTION

The R&A grant aided the Sport Industry Research Centre (SIRC) at Sheffield Hallam University to produce an update of the 2016 'Satellite Account for Golf in the UK' report to derive an authoritative assessment of the sport's economic value to the UK economy for the year 2019. The original Satellite Account for Golf published in 2016 was based on 2014 data, a year in which Scotland hosted the Ryder Cup attracting global media attention and a significant economic boost from golf tourism. The current update is based on 2019 data, the last year before the Covid-19 pandemic and the year in which The Open returned to Royal Portrush for the first time in 68 years.

Developed nations such as the United Kingdom use an internationally standardised framework known as the System of National Accounts (SNA) for reporting the economic scale of industries. Golf is not recognised as an industry within this framework. Consequently, the economic activity of golf is diluted within National Accounts in broadly classified industries such as recreation, arts and sport; manufacturing; construction; and hospitality. The purpose of a Satellite Account, in this case, is to identify and extract the relevant golf-related economic activity from the generic industry sectors in which it appears. The data are then presented as a coherent whole, showing the full economic scale of golf as though it was a recognised industry in the System of National Accounts.

### METHODS

The method used to identify golf's contribution to the economy is the production of a 'Satellite Account' for golf. The Satellite Account technique was developed by the United Nations to measure the size of economic sectors that are not defined as specific industries in a System of National Accounts. Satellite Accounts analyse industries from the perspectives of:

- Consumer expenditure;
- Gross Value Added (GVA); and
- Employment.

In addition, in this Account we estimate the effect of golf's economic activity on turnover by identifying the direct, indirect and induced impacts of the sport on the economy. The Satellite Account methodology measures the income and expenditure flows between different industries to identify the golf-specific components of these flows. Nine key sources are used to acquire the relevant data:

- Examination of the commercial sector through the annual financial statements of golf-related businesses filed with Companies House.
- Analysis of clubs' finances through annual financial statements and other data in the public domain such as the Sport and Recreation Alliance's surveys of sports clubs.
- The trade of goods as reported by Her Majesty's Revenue and Customs (HMRC).
- Annual financial statements for governing bodies, associations and charities.
- Audit Bureau of Circulations (ABC) data for the readership of publications.

- Annual financial statements and existing surveys and reports to quantify consumer spending on equipment and sportswear.
- The Input-Output Tables for the national economy, together with average earnings data provided by the Annual Survey of Hours and Earnings. The latter is used to estimate the number of full-time equivalent jobs.
- Previous research on golf and the golf industry such as national participation surveys and golf industry reports.
- The Prodocom dataset which is used to identify the manufacturing of several golf-related items in the UK, such as golf clubs and balls.

## KEY FINDINGS

### *Consumer spending*

Consumer spending on golf in the UK was found to be £5.165 billion which is equivalent to £77 per head of population, or more realistically £964 per adult golfer in the UK. The members' fees category, which also includes joining fees, has the highest consumer spend at £1.438 billion or 28% of total consumer spending on golf. This sector is followed by green fees and accommodation at £526m and £484m respectively. Golf participation can be seen as a catalyst for economic activity in other sectors because of the additional expenditure golfers and golf enthusiasts make on clothing, footwear, equipment, food and drink, and tourism.

### *Gross Value Added (GVA)<sup>1</sup>*

The Gross Value Added of the golf industry in the UK was £2.666 billion in 2019 with the largest single area being the activities of golf clubs, including food and beverage operations at £796m. The GVA analysis also highlights golf's important links with the accommodation and tourism industries (£412m, or 15% of golf GVA), and the construction and real estate industries (£374m). The construction and tourism sectors have very high multipliers that help golf to produce more GVA as an indirect effect, for example through the supply chain.

### *Employment*

The golf industry provides employment for 63,826 full-time equivalent employees and these roles are carried out by 88,345 different people when adjusted for part-time workers. Golf clubs are the most significant employers in the sector (19,914 FTE), equivalent to 7.4 FTE per golf course. Other notable levels of golf-related employment can be found in tourism and accommodation (8,274 FTE); golf equipment retailing and manufacturing (7,591 FTE) and construction (4,994 FTE). To put these figures into context, golf employment is 0.24% of the UK's total employment, or the equivalent of 1 in 420 jobs.

### *Turnover*

Turnover, or the total economic activity associated with golf is comprised of: direct effects such as the operation of golf clubs; indirect effects such as supply chain activity; and induced effects which are the increased sales within the economy from household spending of the income earned from the golf

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<sup>1</sup> Gross Value Added measures the contribution to the economy of each individual producer, industry or sector in the UK, in this case the golf industry.

industry. The turnover associated with these three effects on the golf industry is £17.331 billion as indicated below.

- Direct effects               £6.467 billion
- Indirect effects             £5.738 billion
- Induced effects           £5.125 billion
- Total                       £17.331 billion

These figures should be reported with caution and are of lower relevance than consumer spending, GVA, and employment, because they contain the full cost of production which is often recycled throughout the economy and contain an element of double counting..

### *The UK context*

The golf industry is noticeably larger in Scotland than in the rest of the UK with Scotland accounting for 20% of the sport's GVA (c.f. 8% of the population). This can be explained in part by Scotland's higher golf participation rate; its highly developed golf tourism industry; and the number of major events hosted.

Nation	% of Golf GVA
England	71%
Scotland	20%
Wales	5%
Northern Ireland	4%

### *The sporting context*

The value of sport to the UK economy has been reported by the Department for Digital, Culture, Media and Sport using the Satellite Account methodology. Comparing this report's golf-specific data with the overall sport data reveals that golf is a highly significant component of the sport industry, accounting for: 10% of the sector's consumer spending; 5% of its GVA; and 6% of its employment.

Measure	Golf (2019)	Sport (2019)	Golf as a % of Sport
Consumer spending	£5.165 billion	£51.000 billion	10%
GVA	£2.666 billion	£48.900 billion	5%
Employment	63,826 FTEs	1,149,000 FTEs	6%

### *Golf's contribution to taxation*

Both Central Government and local government benefit from taxation revenues in the form of income tax, corporation tax, business rates and Value Added Tax. The tax raised from the golf industry in 2019 was £1,313m. HMRC data indicates that the total Government tax take in the financial year 2019/20 was £633.5 billion. This finding means that the golf industry's contribution to tax revenues was 0.21% and confirms a significant contribution to public finances from golf.

### *Golf's earnings from inbound tourism*

Golf attracted £338 million for the UK economy from inbound tourism. This invisible export income is equivalent to a direct effect on GVA of £139 million and an employment effect of 3,328 FTE jobs.

### Golf's growth since 2014

The golf industry has grown significantly since the first Satellite Account for Golf published in 2016 and based on 2014 data. It is estimated that the golf sector grew in real terms (constant prices) by 8% and 18% in consumer spending and GVA respectively. Similarly, employment in FTE terms grew by 18% over the five-year period.

Measure	Golf (2019)	Golf (2014)	Growth in current prices	Growth in 'real' terms
Consumer spending	£5.165 billion	£4.303 billion	20%	8%
GVA	£2.666 billion	£2.045 billion	30%	18%
Employment (FTE)	63,826 FTEs	54,190 FTEs	18%	18%

### Policy relevance

The Government's sport strategy, *Sporting Future*, cites economic development through sport as one of five high level outcomes to be achieved through sport. The key performance indicator (KPI) used to measure the economic importance of sport is the employment indicator generated by the Department for Digital, Culture, Media and Sport's Satellite Account for sport (KPI 16). In addition, Key Performance Indicator 15 "Economic impact of events" is also relevant and relates to the impact of golf events such as The Open held at Royal Portrush in 2019.

### CONCLUSION

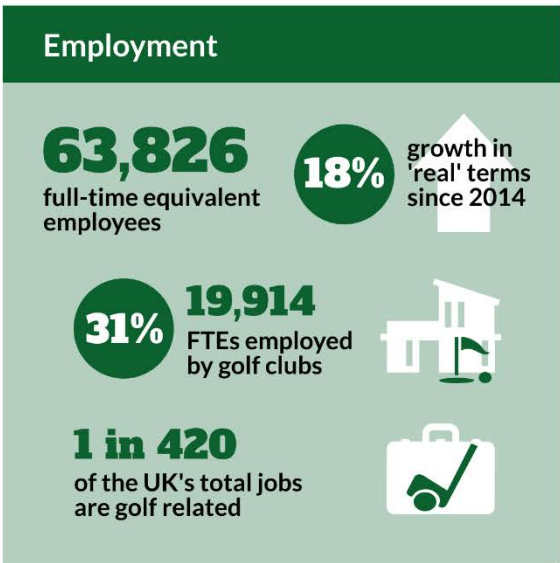
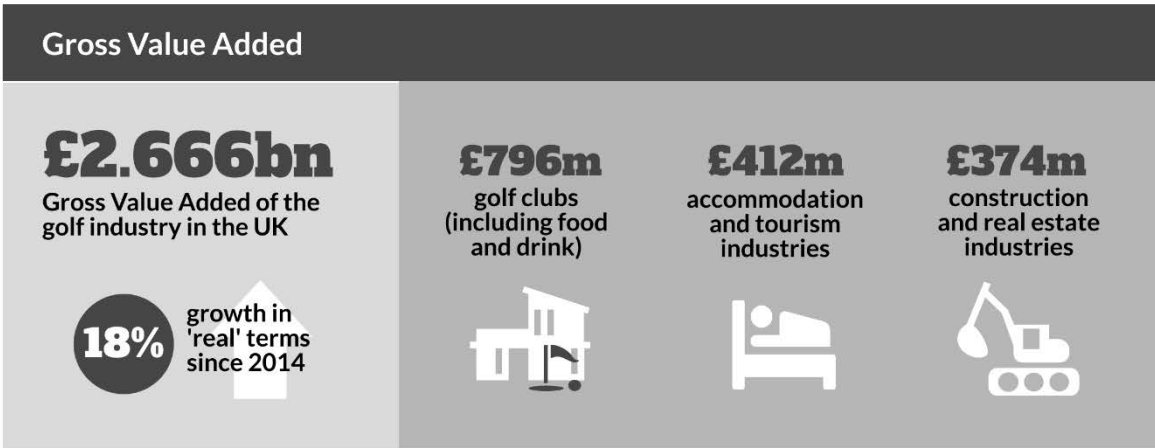
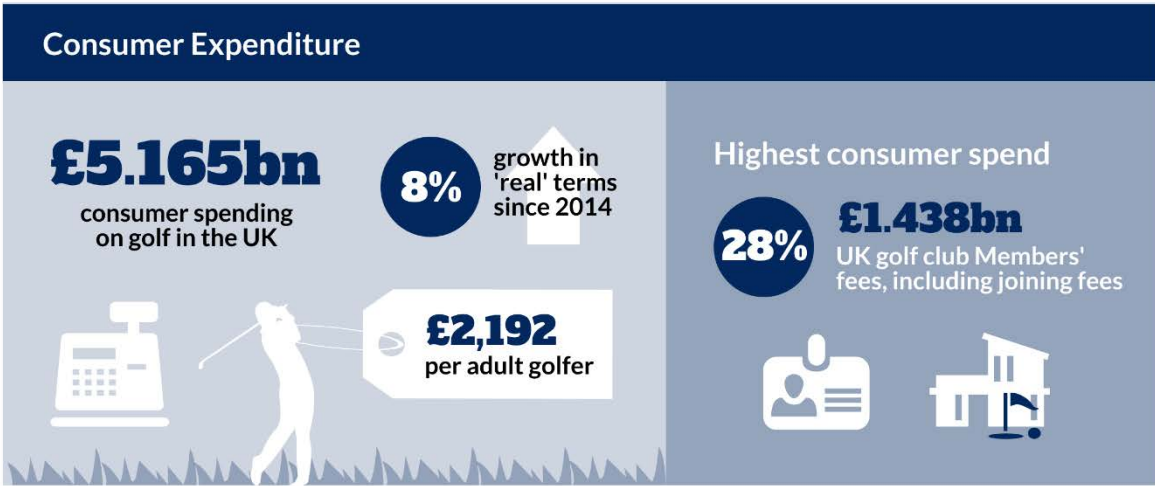
The current Satellite Account for Golf shows that the golf economy is an efficient generator of employment. The number of economic activities associated with some sections of the golf industry, such as construction, has increased during the period 2014 to 2019, resulting in greater economic benefits for the UK. This Satellite Account shows that golf has strong links with construction and overseas tourism, both of which are associated with very high GVA multipliers (2.0+). Furthermore, the finding that the percentage contribution of golf to employment (6%) is greater than it is for GVA (5%), implies that golf can create employment efficiently and can thus be used as a tool for recovery during downturns in the economy, or following the current Covid-19 pandemic.

The report shows that the dominant feature of the golf economy is the network of golf clubs underpinned by a high level of wider participation in the sport. Over the period 2014-19, the golf economy grew in real terms by 18% in terms of both GVA and employment and by 8% in terms of consumer spending. The Covid-19 pandemic has created a perhaps unexpected opportunity for golf. Playing golf generally takes place outdoors, it is naturally socially distanced, and the leadership of the sport in the UK have gone to considerable lengths to make the sport Covid secure. As participation increases, it follows that the economic activity associated with the golf industry will increase as well.

Overall, the Satellite Account for Golf demonstrates that the sport is of considerable economic importance to the sport industry specifically and is a measurable component of the UK economy more generally. This update demonstrates that since 2014 golf has increased its links with important sectors of the economy and has grown considerably in real terms. The documented growth, plus the further opportunities presented create a favourable environment for even greater future growth.



# A Satellite Account for Golf in the UK 2019



## 1. INTRODUCTION

### 1.1. The Project

The R&A grant aided the Sport Industry Research Centre (SIRC) at Sheffield Hallam University to produce an update of the 2016 'Satellite Account for Golf in the UK' report to derive an authoritative assessment of the sport's economic value to the UK economy for the year 2019. The original Satellite Account for Golf published in 2016 was based on 2014 data, a year in which Scotland hosted the Ryder Cup attracting global media attention and a significant economic boost from golf tourism. The current update is based on 2019 data, the last year before the Covid-19 pandemic and the year in which The Open returned to Royal Portrush for the first time in 68 years. Because of the lag in data availability associated with the publication of the National Input Output Tables and the Sport Satellite Account, this update is the most current analysis that can be made in 2022.

Developed nations such as the United Kingdom use an internationally standardised framework known as the System of National Accounts (SNA) for reporting the economic scale of industries. Golf is not recognised as an industry within this framework. Consequently, the economic activity of golf is diluted within National Accounts in broadly classified industries such as recreation, arts and sport; manufacturing; construction; and hospitality. The purpose of a Satellite Account, in this case, is to identify and extract the relevant golf-related economic activity from the generic industry sectors in which it appears. The data are then presented as a coherent whole, that shows the full economic scale of golf as though it was a recognised industry in the System of National Accounts.

The Satellite Account technique was developed by the United Nations to measure the size of economic sectors that are not defined as industries in Systems of National Accounts. In the UK we already have a Tourism Satellite Account<sup>2</sup> and a Satellite Account for Sport, produced by DCMS. Satellite Accounts analyse industries from four perspectives.

- Consumer spending, which is defined as the spending of individuals and households on golf-related goods and services.
- Gross Value Added (GVA), the building blocks of the National Accounts, is defined as the profits plus wages within an industry, less an adjustment for taxation and subsidies. GVA is an excellent proxy for the more familiar measure Gross Domestic Product (GDP), the key measure of the scale of an economy and serves as the basis of its calculation. GVA is the gold standard in Satellite Accounts and economic evaluations because its derivation is 'closer' to the production process, as it is based on the summation of wages and profits.
- Employment, which is reported as (a) Full-Time Equivalents (FTE) whereby, for example, two people working half-time equals one FTE, and (b) actual employees.

The fourth, less commonly used measure is turnover, which captures the revenue flows associated with a given level of GVA. For example, according to the Annual Business Survey, to generate £1,000 in GVA in a golf club, it would be necessary to achieve a turnover of around £2,140. Turnover is estimated by applying a multiplier to GVA, based on the National Accounts.

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<sup>2</sup> [The UK Tourism Satellite Account \(UK-TSA\) - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk)

The publication of this updated Satellite Account for golf is timely and aligned with the publication of the results of the latest SSA for the UK, conducted by DCMS<sup>3</sup>, which provides the key performance indicators for measuring the economic performance of sport. The Government's sport strategy, *Sporting Future*, cites economic development through sport as one of five high level outcomes to be achieved through sport. The key performance indicator (KPI) used to measure the economic importance of sport is the employment indicator generated by the Department for Digital, Culture, Media and Sport's Satellite Account for sport (KPI 16). In addition, Key Performance Indicator 15 "Economic impact of events" is also relevant and relates to the impact of major golf events such as The Open. The R&A was a prime mover by being the first sporting body in the UK to produce a sport-specific Satellite Account in 2014. By becoming the first organisation to update its Satellite Account during the life of the current Government strategy, the R&A reinforces its leadership position in this area of sport governance.

## 1.2. Participation in Golf

Golf is consistently among the UK's most popular sports. Participation rates at UK level are 4.3% for adults playing golf at least once in the last four weeks and 9.9% for playing at least once in the last year. When these rates are applied to the population, there are 5.356 million adults who play golf at least once per year, of whom 2.357 million play at least once every four weeks, as shown in Table 1.1.

**Table 1.1: Golf Participation in the UK, 2019**

Nation	Adult Population	4-weekly participation rates	Regular adult golfers	12-monthly participation rates	Occasional adult golfers
England	45,698,000	4.2%	1,919,316	9.6%	4,327,200
Scotland	4,549,217	6.0%	272,953	14.2%	645,988
Wales	2,606,856	4.0%	104,274	9.5%	247,651
Northern Ireland	1,499,694	4.0%	59,987	9.0%	134,972
<b>Total Adults</b>	<b>54,353,767</b>	<b>4.3%</b>	<b>2,356,530</b>	<b>9.9%</b>	<b>5,355,811</b>

Sources: Active Lives 18-19 dataset, (Frequency: sessions in last 28 days, Golf), England: Moderate activity at least 10 minutes in 28 days: 2.4%. Welsh Participation Survey 2019, Scottish Household Survey 2019, ONS, Continuous Household Survey of Northern Ireland 2019/20 ; ONA

(<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/analysisofpopulationestimatestoolforuk>)

There are noticeable variations in golf participation rates across the four home nations which comprise the UK. Scotland has the highest participation rate by some considerable margin (6% according to the Scottish Household Survey, for the 4-weekly measure) reflecting the wider cultural importance of golf in that country. By contrast, the other three UK nations, have participation rates nearer to 4%, with England showing a 4.2%<sup>4</sup> participation rate in the 4-weekly measure. When any participation in a 12-month period is considered, the rates increase to around 14.2% for Scotland and to 9.6%, 9.5% and 9.0%

<sup>3</sup> <https://www.gov.uk/government/statistics/dcms-economic-estimates-2019-gross-value-added/dcms-economic-estimates-2019-provisional-gross-value-added>

<sup>4</sup> The 2.5% rate for England reported in the 2016 report follows the headline statistic which requires golf to be played at moderate intensity, thereby understating the full extent of golf participation, as some is played at light intensity. Our figure of 4.2% in the current report is sourced from the Active Lives Survey for 2018/19 and refers to playing golf regardless of the level of physical activity exerted. This change of definition implies that the number of regular golfers in England in 2019 was 1,919,316, compared with 1,099,000 in the 2016 report, representing a change of 820,316.

for England, Wales, and Northern Ireland respectively. The significance of these findings is firstly, that it is realistic to expect the economic importance of golf to Scotland's economy to be higher than in the other home nations, and secondly that almost 10% of the UK's adult population takes part in golf at least once per year. Participating in golf includes 18 hole courses, 9 hole courses, pitch and putt, driving ranges, and adventure or 'crazy' golf.

Table 1.2 below shows official club membership data reported in the R&A's 'Report on European Participation'. The general pattern of national participation rates shown in Table 1.1 above, is replicated in the number of registered members in each country, with Scotland having the highest percentage (out of the whole population) of 3.3%, followed by Northern Ireland, Wales, and England with 2.0%, 1.3% and 1.1% respectively. In Northern Ireland and Scotland, a relatively high proportion of the existing membership is from juniors (11% and 9% respectively), which bodes well for longer term sustainability and growth in participation rates.

**Table 1.2: Registered members, 2019**

	Registered members	% of total population	Adult males	Adult males, % membership	Adult females	Adult females, % membership	Juniors	Junior, % membership
England	629,000	1.1%	525,215	84%	84,915	14%	18,870	3%
Scotland	180,281	3.3%	143,403	80%	21,364	12%	15,514	9%
Wales	42,830	1.3%	34,603	81%	5,221	12%	3,006	7%
N. Ireland	37,250	2.0%	25,400	68%	7,203	19%	4,200	11%
Total	889,361	1.3%	728,621	82%	118,703	13%	41,590	5%

Sources: R&A Report on European participation. The Northern Ireland membership is derived from the overall Irish and the distribution of Golf courses in Ireland (around 20% are in Northern Ireland).

### 1.3. Research Aims

The aim of this research is to evaluate the economic impact of golf in the UK by following the standard methodology of Satellite Accounts (as developed in the EU) and to map the golf industry against standard economic categories (National Accounts) to:

- Outline the economic sectors in the UK System of National Accounts which contain golf-related activities;
- Estimate consumer spending on golf (using the 'Vilnius definition'<sup>5</sup> categories in sport);
- Estimate the GVA per golf sector;
- Estimate employment per golf sector;
- Estimate turnover for the golf industry;
- Disaggregate the data to home nation level; and
- Contextualise the research relative to the Satellite Account for Sport and the original Golf Satellite Account of 2016.

<sup>5</sup> The Vilnius definition of sport defines the economic activities (CAP 2008) that are associated to various extents with sport:

[https://ec.europa.eu/eurostat/documents/6921402/0/Vilnius+Definition+Sport+CPA2008+official+2013\\_09\\_19.pdf/30838d11-01ea-431f-8112-50786e187c1c](https://ec.europa.eu/eurostat/documents/6921402/0/Vilnius+Definition+Sport+CPA2008+official+2013_09_19.pdf/30838d11-01ea-431f-8112-50786e187c1c)

## **1.4. Report Structure**

The rest of the report is structured as follows:

- Section 2 outlines the methods;
- Section 3 identifies the Standard Economic Categories associated with golf in the UK;
- Sections 4 to 6 provide estimates for consumer spending, GVA and employment respectively;
- Section 7 presents an estimate of the golf industry's turnover together with the indirect and induced effects;
- Section 8 examines the economic value of golf amongst the four home nations;
- Section 9 summarises the economic impact of golf and positions it within the context of the sport industry and the UK economy as a whole;
- Section 10 examines the growth in the golf sector over the years 2014-2019;
- Concluding comments are presented in section 11; and,
- The Appendices include: a mapping of the golf industry in terms of Standard Industrial Classification (SIC) codes, detailed tables on consumer spending, GVA and employment, ,and an estimation of the indirect and induced effects on GVA and turnover.

## 2. METHODS

### 2.1. The Model

In the UK, the SIRC model for assessing the economic importance of sport has been used extensively by the Department for Digital, Culture, Media and Sport. It uses economic variables from official statistics, as its basic inputs, notably National Statistics, which have been assessed by the Office for Statistics Regulation as fully compliant with the Code of Practice for Statistics. The model divides the sports economy into six sectors which are analysed separately to ensure that there is no double counting. A brief overview of the six sectors is presented below.

1. **Consumer spending** by individuals or households. This is golf-related expenditure on goods and services such as: membership fees, joining fees, green fees, golf related accommodation, clothing; footwear; equipment; and golf tourism activities.
2. **Commercial golf** which relates to equipment manufacturers and retailers, golf management companies, real estate and construction. Also included in this sector are media services such as television, publications and events.
3. **Commercial non-golf** consists of the suppliers involved in the production of golf-related goods and services. This sector includes commercial companies that do not provide a direct golf product, but they assist production via the supply of inputs or revenue. For example, energy companies provide inputs that enable the operation of golf facilities; and sponsors enable major golf events to take place.
4. **Clubs and the voluntary sector** include all affiliated clubs and non-profit making organisations such as associations and charities. Identifying the income and expenditure flows of clubs was a particularly important component of this research. Clubs are also important in the provision of food and beverage services either integrated within the operation or as a separate entity.
5. **Public sector** identifies the monetary flows to central and local government in the form of taxes and business rates. Central Government contributes towards golf via the grants distributed through the home nation Sports Councils and it receives funds associated with VAT and company taxation. Local government is a significant provider of golfing opportunities such as municipal courses and it also receives revenues in the form of business rates paid by clubs.
6. **Imports and exports** adjust the data to account for all transactions with economies outside the UK.

The model is structured specifically to avoid double counting. The only aggregation which takes place is for profits, wages and jobs per sector, which in turn generate the Gross Value Added and employment estimates.

Our analysis is consistent with the Vilnius definition of sport, which articulates the consensus reached at European Union level and in which the UK played a leading role. The research presented in this report uses the nine key sources listed below as its basic inputs.

1. Examination of the commercial sector through the annual financial statements of golf-related businesses filed with Companies House.
2. Analysis of clubs' finances through annual financial statements and other data in the public domain such as the Sport and Recreation Alliance's surveys of sports clubs.

3. The trade of goods as reported by Her Majesty's Revenue and Customs (HMRC).
4. Annual financial statements for governing bodies, associations and charities.
5. Audit Bureau of Circulations (ABC) data for the readership of publications.
6. Annual financial statements and existing surveys and reports to quantify consumer spending on equipment and sportswear.
7. The Input-Output Tables for the national economy, together with average earnings data provided by the Annual Survey of Hours and Earnings. The latter is used to estimate the number of full-time equivalent jobs.
8. Previous research on golf and the golf industry such as national participation surveys and golf industry reports.
9. The Prodocom dataset which is used to identify the manufacturing of several golf-related items in the UK, such as golf clubs and balls.

The major difference between this study and previous evaluations, such as the economic impact studies of sport in England in the 1980s and 1990s by the Henley Centre and SIRC, is that it uses the direct derivation of GVA as the basis of its calculations. GVA is specific to individual industry sectors and calculating it on the direct basis is more accurate than trying to derive it from turnover using generic conversion factors.

We also differ from previous studies by using the values of attributable spending on tourism that account for the full range of a tourist's motivations for a particular trip. For example, if golf was the main reason for a trip, then the entire tourism spending on that trip is used. By contrast, if golf is an important, but not the main motivation for a trip, a proportion of the expenditure made is attributed to golf. This methodology was not made publicly available until 2015, and it is highly relevant for the UK golf tourism sector because many trips are made with playing golf as the main motivation.

As an extension to the initial direct economic impact, the indirect and induced effects on GVA and turnover are also calculated. All multipliers used, through the derivation of Leontief Type I and II matrices<sup>6</sup>, are based on the latest analytical Product-by-Product Tables (2017 edition<sup>7</sup>) provided by the Office for National Statistics.

## 2.2. Output Impacts

The main part of the Satellite Account deals with the direct demand for golf in terms of consumer spending, GVA, and employment. As a further extension, the overall economic impact of golf combines three distinct types of effect, which reflect the way in which expenditure filters through an economy.

- Direct impact - the immediate net change in economic activity in the sectors of the economy that service golf, such as tourism.

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<sup>6</sup> The Leontief inverse is a transformation of the Input Output Table, and it shows the total output of a product generated by a unit increase in its final demand.

<sup>7</sup>

<https://www.ons.gov.uk/economy/nationalaccounts/supplyandusetables/datasets/ukinputoutputanalyticaltablesdetailed>



- Indirect impact - industries that create direct impacts depend on the supply of goods and services by other industries, which must change their outputs to meet demand. These inter-industry transactions of intermediate goods and services represent the indirect impact, and originate mainly from the non-golf commercial sector, for example food and drink supplies for clubhouses.
- Induced impact - employees within industries positively affected by the direct and indirect impacts of golf may see their disposable incomes increase and as a result they spend more on domestically produced goods.

The current methodology provides an evaluation of the golf industry in terms of consumer spending, GVA and employment using an approach that meets the quality thresholds of government statistics in the UK. It is consistent with the methodology used by DCMS in constructing the Sport Satellite Account, which is part of the National Statistics. Consequently, the current Satellite Account for Golf can be argued to be robust and of sufficient rigour to be used to inform public policy. Most importantly the approach is transparent and can be reconciled to the UK's National Accounts.



### 3. MAPPING THE GOLF INDUSTRY

Part of the research process for constructing a Satellite Account involves searching through the Standard Industrial Classification (SIC) codes to identify companies that are in any way associated with golf. This search was conducted by using the annual reports, financial statements, and associated five-digit SIC codes filed with Companies House. A full list of the entire five-digit SIC codes that we found to be directly related to the golf industry can be found in the Appendices (see Table A.1). Following a broad search, we restricted our scope to the codes that are recognised by the Vilnius definition of sport as being sport related. The current mapping produced a total of 78 five-digit codes of economic activities that are associated with golf. From these, 27 codes (the highlighted codes in Table A.1 of the Appendices) are additional to those presented in the original Satellite Account for Golf in the UK report of 2016. In short, this finding means that the reach of the golf-industry is more extensive than previously reported.

The first observation about this analysis is that the golf industry spans a surprisingly large number of industrial sectors and SIC codes as shown in Table 3.1. Golf has a particularly strong integration with Section I: Accommodation and Food Service Activities with golf-related businesses found in 63% of the SIC codes in this sector. Section I includes companies such as hotels, food service activities, restaurants, clubs, bars and public houses. Compared with our original Satellite Account for Golf based on 2014 data, our analysis for 2019 reveals that golf-related economic activity was found in a greater percentage of SIC codes within some key sectors. For example, in the sector 'Arts Entertainment and Recreation' 59% of the codes included companies that had some relationship with golf, compared with 53% in 2014. Other examples include 'Real Estate' which shows that 43% of its SIC codes were related to golf in 2019, compared with 27% in 2014, and 'Education' which showed an increase from 25% of codes to 35%. Examples of new codes include: 'holiday centres and villages', 'retail sale of footwear in specialised stores', 'wholesale of textiles', 'construction of commercial buildings', 'manufacture of cordage, rope, twine and netting', etc.

**Table 3.1: Economic Sectors with strong associations with Golf**

Group	Percentage of SIC codes associated with Golf, 2019	Percentage of SIC codes associated with Golf, 2014
Section I: Accommodation and Food Service Activities	63	62
Section R: Arts Entertainment and Recreation	59	53
Section S: Other Service Activities	21	32
Section L: Real Estate Activities	43	27
Section P: Education	35	25
Section J: Information and Communication	22	22
Section M: Professional Scientific and Technical Activities	18	21
Section N: Administrative and Support Service Activities	12	20
Section G: Wholesale & Retail Trade; Repair of Motor Vehicles & Motorcycles	15	13
Section F: Construction	18	12
Section C: Manufacturing	4	3
Section K: Financial and Insurance Activities	3	3

Golf's extensive interaction with the entire UK economy implies relatively high values for the multipliers used to compute indirect and induced effects. The finding that over a period of five years golf is associated with more economic codes in key sectors such as construction, implies that it is possible to increase the benefits of the golf industry by investment, which will in turn impact positively on numerous other sectors of the economy via indirect and induced effects. This initial analysis provides the basis for the headline indicators of consumer spending, Gross Value Added, and employment, which are presented in turn in the next three sections.

## 4. CONSUMER SPENDING

Consumer spending on golf in the UK was found to be £5.165 billion in 2019 as shown in Table 4.1 below. This sum is equivalent to £77 per head of population, or more realistically £964 per adult golfer based on the annual participation rate shown in Table 1.1.

*Table 4.1: Summary of Consumption*

Expenditure Type	Spending (£ million)	Percentage
Members' Fees	1,438	28%
Other	568	11%
Green Fees	526	10%
Accommodation	484	9%
Golf Clothing & Footwear	440	9%
Golf Equipment Retail / Hire	423	8%
Food and Beverages in Clubs	349	7%
Tourism (Agents)	312	6%
Golf Betting	245	5%
Driving Ranges and Lessons	234	5%
Live Events	146	3%
<b>Total</b>	<b>5,165</b>	<b>100%</b>

The members' fees category, which also includes joining fees, has the highest consumer spend at £1.438 billion or 28% of total consumer spending on golf. Golf participation can be seen to be a catalyst for economic activity in other sectors because of the additional expenditure golfers make on equipment, clothing, footwear, food and drink, tourism, betting, lessons and events. It is evident that the golf economy is powered by participation in the form of some 5.356 million adult golfers. Downstream impacts in sectors that benefit from golf participation such as equipment, clothing and footwear are therefore highly dependent on the sport's participation levels. In addition to increasing participation in golf for individual physical and mental health benefits, there are also strong arguments for the wider economic benefits of the sport. In the case of golf these economic benefits are maximised when attracting new participants into the sport and through greater interaction with other economic activities, such as those shown earlier in Table 3.1, notably Section I: Accommodation and Food Service Activities.

Golf is prominent in the consumer spending figures for the entire sport industry. As shown in Table 4.2, golf is responsible for 10% of the £51 billion<sup>8</sup> spent by consumers on sport. A source of competitive advantage is that the UK golf equipment market has a favourable reputation based on its heritage, quality, and technical innovation. A unique selling point for the golf industry is that Scotland is the home of golf having hosted 96 of the 148 Open Championships held up to 2019, on seven different Championship courses. The combination of golf heritage and the development of golf resorts gives the UK market a substantial competitive advantage in attracting overseas tourism. The international golf resorts in Scotland, such as the Fairmont St Andrews 5-star hotel, and budget airlines connecting regional airports to European destinations are key factors in enabling this growth. Overall, golf generates consumer spending equivalent to 0.37% of the total spending in the UK.

<sup>8</sup> SIRC estimate based on the 2019 headline values of UK's SSA.

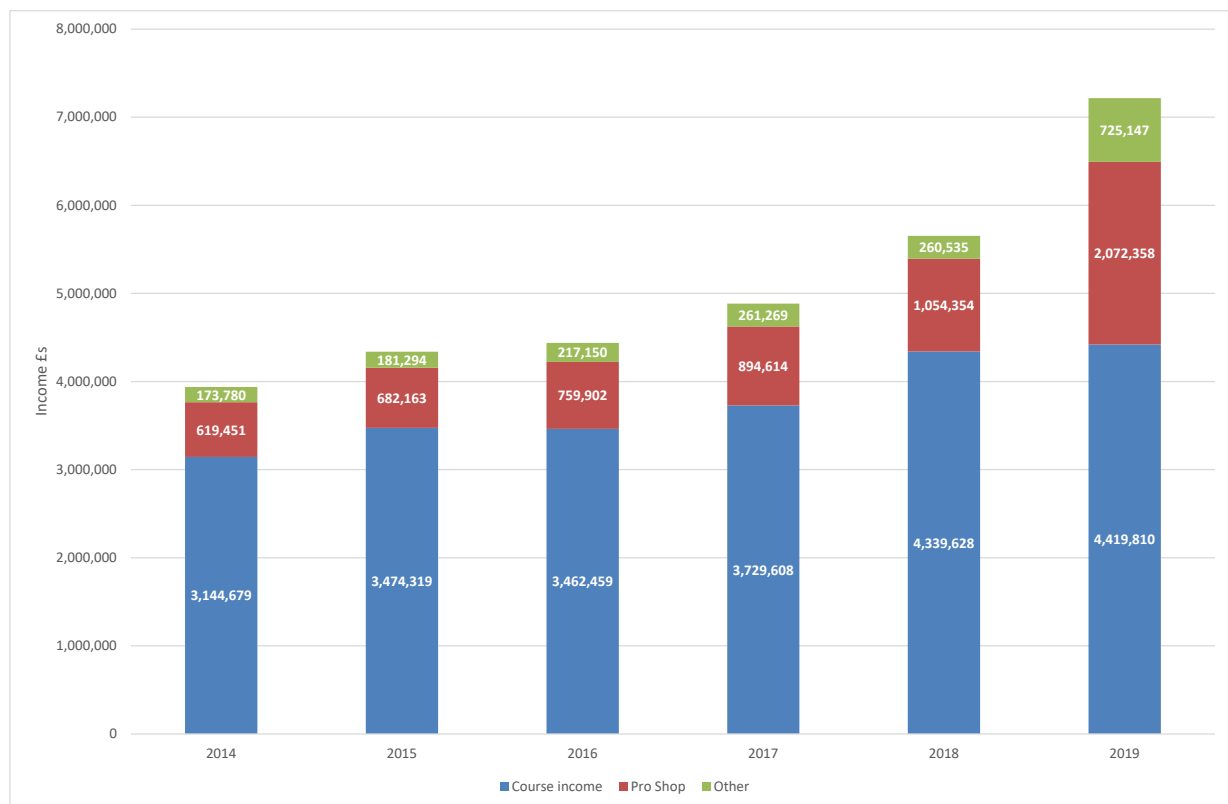
Table 4.2: Golf Consumption - In Context, 2019

Golf Consumption	£ 5.165 billion
Sport Consumption	£51.0 billion
Golf as a percentage of Sport Consumption	10%
Golf as a percentage of Total Consumption	0.37%

#### 4.1. Case study: Carnoustie Golf Links Management Company Limited (CGLMC Ltd)

CGLMC Ltd operates the Carnoustie Links Golf Courses and has a remit for the furtherance of the game of golf in and around the Carnoustie area. The three eighteen hole golf courses are public links owned by the local authority, Angus Council, which has delegated the authority for running them to CGLMC Ltd. One of the three courses, The Championship Course, has hosted The Open eight times since 1931 and most recently in 2018. In addition to the three courses, Carnoustie has a Pro Shop selling a wide range of merchandise and equipment as well as a catering operation. Using the income figures in CGLMC Ltd.'s published financial statements, Figure 4.1 shows how the company's income, predominantly derived from consumer expenditure, has grown from £3.9m in 2014 to £7.2m in 2019, an increase of 83%.

Figure 4.1: Income at Carnoustie Golf Links Management Company Ltd 2014-2019



Whilst golf income from season ticket holders and visitors to Carnoustie forms most of the income in absolute terms, its growth in relative terms has been modest at 41%. By contrast, the increase in income from the Pro Shop from £0.619m to £2.072m represents growth of 235% and illustrates the interaction between playing golf and equipment and clothing sales. To complete the picture, 'other' income grew substantially in the 2019 annual accounts, primarily because of the facility fee received from The R&A for hosting The Open in 2018. Carnoustie Golf Links Management Company represents a good example of consumer expenditure on golf and is symbolic of the golf industry's growth in the period 2014-2019.

## 5. GROSS VALUE ADDED

The Gross Value Added of the golf industry in the UK was £2.666 billion in 2019 with the largest single area being the activities of golf clubs including food and beverage operations at £796m, as shown in Table 5.1. The GVA analysis also highlights golf's important relationships with the accommodation and tourism industries (£412m, or 15% of golf GVA), and the construction and real estate industries (£374m). These main sectors are followed by the golf equipment and manufacturing sector, contributing £357m to the overall GVA. In the overall sport industry, betting has shown considerable growth in recent years, which is also reflected in the golf industry, with golf-related betting responsible for £142m in GVA.

*Table 5.1: Summary of GVA*

Sector	GVA £ million	Percentage
Clubs / Food Services	796	30%
Accommodation / Tourism (Agents)	412	15%
Construction / Real Estate	374	14%
Golf Equipment / Sportswear / Manufacturing	357	13%
Other	228	9%
Golf Betting	142	5%
Management and Administration	134	5%
Live Events	76	3%
Magazines / Books / DVDs / TV	70	3%
Services (Advertising, Agencies, Insurance, Other)	51	2%
Associations / Charities	27	1%
<b>Total</b>	<b>2,666</b>	<b>100%</b>

The economic value of golf clubs is central to the golf economy with considerable benefits in terms of the development of manufacturing, retail, and tourism. Around 70% of the GVA generated by golf relates to the activities of golf clubs directly or indirectly, through income generated via participation and construction. Sectors such as Accommodation and Tourism are growing in importance on the basis their association with participation in golf. In Table 5.2, it is evident that golf's GVA is 5% of the overall GVA for sport and 0.13% of the UK economy's GVA. A sizeable proportion of golf's GVA (14%) is associated with construction and real estate. Construction has an indirect multiplier of 2.1, implying that as construction-related GVA in the golf industry works its way through the supply chain it will eventually double. The same effect is apparent in overseas tourism, which also has a high multiplier of 2.0. The fact that two sectors with very high GVA multipliers are of vital importance in the golf economy, indicates that growth in golf results in growth for the entire economy. If golf participation can be increased, which is an entirely reasonable proposition in the post pandemic era, the economic benefits could be substantial both directly through golf and indirectly through the positive impact on sectors with high GVA multipliers such as construction and tourism.

*Table 5.2: Golf GVA - In Context*

Golf GVA	£ 2.666 billion
Sport GVA	£ 48.900 billion
Golf GVA as a percentage of Sport GVA	5%
Golf GVA as a percentage of Total GVA	0.13%

### **5.1. Case study: The Open held at Royal Portrush in 2019**

Staged at Royal Portrush for the first time since 1951, the 148th Open Championship, became the largest sporting event ever held in Northern Ireland and generated a £100m benefit for the host economy. The event attracted 237,750 fans, an attendance record for a Championship staged outside of St Andrews, of whom more than half (58%) travelled to Northern Ireland from elsewhere.

Local hotels and restaurants were among the beneficiaries, with 160,000 commercial bed nights generated in the accommodation sector. An economic impact of £26m was measured in the Causeway Coast and Glens local authority area and the ripples were felt more widely across Northern Ireland with a national level economic impact of £45m. Converting the headline economic impact into Gross Value Added (essentially wages and profits) reveals that The Open was estimated to have delivered £13.5m in GVA to the Northern Ireland economy. This sum is equivalent to 1.1% of the total growth in the Northern Ireland economy between 2018 and 2019.

Government and tourism authorities were delighted with the impact of The Open on Northern Ireland, as it exceeded all business case targets. It is no surprise that Northern Ireland will be pleased to welcome the 153<sup>rd</sup> Open back to Royal Portrush in 2025.

## 6. EMPLOYMENT

The expenditure on wages in golf-related businesses has been used to derive the amount of employment in each sector. The headline figures for full-time equivalent (FTE) jobs in the key employment sectors are shown in Table 6.1. The golf industry provides employment for 63,826 FTE employees and these roles are carried out by 88,345 different people when adjusted for part-time workers. Golf clubs are the most significant employers in the sector (19,914 FTE, 31%), equivalent to 7.4 FTE per golf course. As in the case of GVA, other notable levels of golf-related employment can be found in tourism and accommodation (8,274 FTE); golf equipment retailing and manufacturing (7,591 FTE) and construction (4,994 FTE). To put these figures into context, golf employment is 0.24% of the UK's total employment, or the equivalent of 1 in 420 jobs.

**Table 6.1: Summary of Golf Employment (FTEs)**

Employment Type	FTEs	%	Employees	%
Clubs	19,914	31.2%	32,950	37.3%
Tourism, Accommodation	8,274	13.0%	12,403	14.0%
Other	8,007	12.5%	8,563	9.7%
Golf Equipment / Sportswear / Manufacturing	7,591	11.9%	9,276	10.5%
Construction	4,994	7.8%	4,994	5.7%
Food Services	4,059	6.4%	4,941	5.6%
Travelling - Agents	3,083	4.8%	3,646	4.1%
Management and Administration	2,934	4.6%	2,934	3.3%
Golf Betting	1,747	2.7%	2,352	2.7%
Live Events	1,619	2.5%	3,692	4.2%
Services	831	1.3%	927	1.0%
Associations / Charities	806	1.3%	853	1.0%
Magazines / Books / DVDs / TV	798	1.3%	814	0.9%
<b>Total</b>	<b>63,826</b>	<b>100.0%</b>	<b>88,345</b>	<b>100.0%</b>

Some sectors rely extensively on part-time employment, notably: clubs; tourism and accommodation; food services; and live events. In events, for example, employment of 1,619 FTEs translates into around 3,690 different employees. Other sectors, such as construction, rely more on full-time employees to operate efficiently. As Table 6.2 indicates, as we 'translate' FTE employment into the employment of different people, the economic importance of golf (in terms of job creation) increases to 0.27% of total employment in the UK. This employment is largely found in golf clubs (37%), which employ 32,950 people. The combination of full time and part time employment in clubs and live events provides the golf industry with the flexibility to meet business needs and seasonal variations in demand for labour. To put golf employment into a wider perspective is useful to examine the relationship between GVA and employment as shown in Table 6.2.

**Table 6.2: Golf Employment - In Context**

Golf Employment - FTEs	63,826
Golf Employment - Actual	88,345
Golf Employment (FTE) as a percentage of Total Employment	0.24%
Golf Employment (Actual) as a percentage of Total Employment	0.27%
Golf GVA as a percentage of Total GVA	0.13%

Overall golf accounts for 0.13% of GVA and all things being equal the industry would be expected to account for 0.13% of jobs. The fact that the actual figure is higher at between 0.24% and 0.27% of national employment, depending on whether we look at FTEs or employees, indicates that golf is an effective industry for job creation. The data for 2019 indicates that for every 84 adults who play golf at least once per year, there is one FTE job in the UK.

### 6.1. Case study: Employment in the governance of golf

Employment in the golf industry can be considered a useful proxy for the scale of the sector. The R&A is the largest international sports federation domiciled in the UK and provides considerable direct employment in and around St Andrews. In addition, each home nation has its own national governing body for golf. Data from the published annual reports of The R&A and national governing bodies responsible for running the game in Great Britain<sup>9</sup> reveal notable growth in employment over the five-year period from 2014 to 2019. In 2014 there were 273 full time equivalent jobs in golf governance and these increased to 418 (53%) in 2019. The growth in employment is explained largely driven more jobs at The R&A, which merged formally with the Ladies' Golf Union in 2017; and considerable expansion in employment at England Golf.

**Table 6.3: Employment in the governance of golf**

NGB	Employees (FTE)				Average wages / salary per employee			
	2014	2019	+/-	+/- %	2014	2019	+ / -	+ / - %
R&A	132	221	89	67%	£37,614	£43,991	£6,377	17%
England Golf	89	146	57	64%	£30,459	£28,172	-£2,287	-9%
Scottish Golf	36	36	0	0%	£25,062	£29,358	£4,296	17%
Wales Golf / Golf Cymru	16	15	-1	-6%	£11,503	£23,877	£12,374	108%
Total	273	418	145	53%	£32,096	£36,708	£4,613	14%

In 2019 average earnings in the UK were around £29,900 and thus the jobs in golf governance in 2019 can be seen to be high quality employment with an overall average of £36,708. The 418 jobs detailed in Table 6.3 account for 0.65% of all full time equivalent jobs in the golf industry.

<sup>9</sup> Note that golf is organised on an all-Ireland basis on the island of Ireland through the new (2021) body Golf Ireland. It is not possible to disaggregate employment into Northern Ireland and Republic of Ireland posts. Consequently we report employment for The R&A and national governing bodies base in Great Britain only.



## 7. TURNOVER

Turnover, or the total economic activity associated with golf is comprised of: direct effects such as the operation of golf clubs; indirect effects such as supply chain activity; and induced effects which are the increased sales within the economy from household spending of the income earned in the golf industry.

The indirect effect is of economic importance because it measures the production of inputs required to satisfy the direct demand for golf. These inputs will be sourced from the commercial non-golf sector. For example, a golf club may commission a construction company for works, which will require it to place orders down the supply chain for the required inputs such as building materials. When the first direct and indirect cycles of demand are completed, some households may have higher incomes because of the increased economic activity. If these households subsequently spend more on golf, a further induced effect will be created. The total of direct, indirect and induced effects can be said to be a measure of the economic activity associated with golf.

To measure economic activity, GVA is first translated into turnover by using the latest Input-Output Tables from the Office for National Statistics. The second stage of the process is to apply multipliers based on the Product-by-Product Matrix of the Analytical Tables in the National Accounts. The strongest effects are apparent for golf construction and tourism which have relatively high multiplier values, both at 2.0, in terms of the effect of final demand on turnover. These effects have been estimated and are shown in Table 7.1.

*Table 7.1: Direct, Indirect and Induced effects on GVA and Turnover*

Effects	GVA (£ billion)	Turnover (£ billion)
Direct	2.666	6.467
Indirect Effects	1.752	5.738
Induced Effects	1.638	5.125
<b>Total</b>	<b>6.056</b>	<b>17.331</b>

Table 7.1 shows the detailed derivation of the three effects. The direct GVA and turnover are reported as being £2.666 billion and £6.467 billion, respectively. These provide a subsequent stimulus in the supply chain (indirect effects) and in household incomes (induced effects). As the direct economic activity circulates through the economy, it is possible to make an estimate of the total economic activity associated with that industry. For golf, our estimate for total direct, indirect and induced GVA is £6.056 billion and for turnover the corresponding figure is £17.331 billion. A full breakdown of how these values have been derived is shown in the Appendices (see Table A.5).

These figures should be treated with a degree of caution as they are in effect measuring a continual recirculation of the same money, also known as double counting. It is legitimate to say that golf provides a stimulus for some £17 billion worth of economic activity. However, the more robust figures are consumer spending, GVA and employment as these measures isolate golf's specific contribution to the economy without consideration of notional recirculation effects, which are largely theoretical.

## 8. NATIONAL ECONOMIES

The Satellite Account for Golf model is based on the National Accounts for the entire UK economy and does not consider home country national boundaries. It is therefore not possible to calculate from this source an individual separate value for the golf industry in England, Scotland, Wales or Northern Ireland.

We have therefore adopted a pragmatic approach to estimating the relative share of the golf industry for the four home nations. As has been demonstrated throughout this report, the operation of clubs is the economic backbone of the industry and consequently forms the principal basis of our disaggregation, in terms of golf courses and membership. Another factor considered is the population distribution among the four UK nations. After allowing for these factors our best estimate is the distribution of the golf industry in the UK as shown in the last column of Table 8.1.

**Table 8.1: Share of Key Indicators**

Nation	% of Population	% of Golf courses	% Distribution of members	Estimated % share of the golf industry
England	84	70	71	71
Scotland	8	21	20	20
Wales	5	5.5	5	5
Northern Ireland	3	3.5	4	4
Total	100	100	100	100

The golf industry is noticeably larger in Scotland than in the rest of the UK with Scotland accounting for 20% of the sport's GVA (c.f. 8% of the population). This finding can be explained in part by Scotland's higher participation rate for playing golf and its highly developed golf tourism and events' offer. For Wales and Northern Ireland, the share of the golf industry is closely in line with their share of the population and golf courses. In the case of England, the 71% share of the golf industry is consistent with the distribution of golf courses and members across the UK. Based on our derivation of each nation's share of the golf industry, Table 8.2 presents the golf-related consumption, GVA and employment attributable to the four UK nations.

**Table 8.2: Golf Consumption, GVA and Employment across the four UK nations**

Nation	Consumer Spending (£m)	GVA (£m)	Employment	
			FTEs	Employees
England	3,667	1,893	45,317	62,725
Scotland	1,033	533	12,765	17,669
Wales	258	133	3,191	4,417
Northern Ireland	207	107	2,553	3,534
<b>Total</b>	<b>5,165</b>	<b>2,666</b>	<b>63,826</b>	<b>88,345</b>

The key finding is that despite Scotland having only 8% of the UK population, it is responsible for 20% of the total economic effects associated with Golf.

## 9. SPORTING CONTEXT

### 9.1. The Golf industry compared with the entire Sport industry

The value of the entire sport economy in the UK has been calculated previously by SIRC for the Department for Digital, Culture, Media and Sport using the Satellite Account methodology. This resource enables us to place the golf industry data into a wider context by comparing it with the entire sport industry data as shown in Table 9.1.

*Table 9.1: The Golf economy in context*

Measure	Golf (2019)	Sport (2019)	Golf as a % of the sport economy	Golf as % of the UK economy
Consumer spending	£5.165 billion	£51.000 billion	10%	0.37%
GVA	£2.666 billion	£48.900 billion	5%	0.13%
Employment	63,826 FTEs	1,149,000 FTEs	6%	0.24%

The analysis in Table 9.1 reveals that golf is a highly significant component of the sport industry accounting for 10% of the sector's consumer spending; 5% of its GVA; and 6% of its employment. The consumer spending figure of 10% is particularly noteworthy because it helps to illustrate how golf participation is linked to high value economic activity such as club membership, equipment, clothing, and tourism activities. In addition, the fact that the percentage of employment is greater than the percentage of GVA, underlines that golf is an efficient medium through which to enable job creation.

### 9.2. Golf's contribution to public finances

The economic activity associated with golf leads to positive outcomes for both Central Government and local government in the form of taxation receipts. The golf Satellite Account model indicates that taxation in the form of income tax, corporation tax, business rates, and Value Added Tax collectively contributed £1,313m in 2019 to Central Government and local government as shown in Table 9.2.

*Table 9.2: Public Sector Earnings from the Golf Industry*

Source	Public Sector Income (£m)
Clubs	307
Retail of Golf Equipment and Accessories	149
Accommodation	199
Food and Beverages	68
Golf Sportswear	91
Golf Betting	77
Other Domestic and Overseas Holidays	81
Construction	58
Live Events	49
Driving Ranges and Lessons	50
Magazines, TV, Media	30
Management & Administration of Golf	31
Services: Advertising, Design, Agencies	8
Other	116
<b>Total</b>	<b>1,313</b>

The public sector invests in golf via several methods. Local government provides rate relief for clubs that achieve Community Amateur Sports Club (CASC) status and Gift Aid can be secured on donations. In addition, eligible golf organisations can access grants from the home nation Sports Councils via Exchequer and National Lottery funding. For example, Sport England invests over £193 million in sport annually, with England Golf, receiving funding of £2.012m in 2019.

This public funding is particularly important in the current circumstances as the sector recovers from the Covid-19 pandemic. As has shown consistently in economic evaluations of sport in the UK<sup>10</sup>, when all the parameters of sport-related revenue are considered, there is invariably a public sector surplus, with sport contributing more than it receives.

### 9.3. Case Study: The rateable value of golf clubs in England

The All-Party Parliamentary Group for Golf (APPG) commissioned research into the rateable values (RV) of golf clubs as part of the Government's call for evidence for the fundamental review of Business Rates in 2020. Using 2019 data it was found that the 1,882 golf clubs in England incurred a gross rates bill of £55.16m as shown in Table 9.3.

**Table 9.3: Employment in the governance of golf**

Rateable Value	Number of Clubs	Average Rateable Value	Rates Payable 50.4p per £1 of RV	Rates Incurred (Gross)	Estimated CASC relief	Net Rates Paid
Up to £15,000	228	£ 9,027	£ 4,549	£ 1,037,271	£207,454	£829,817
£15,001 - £50,999	731	£ 34,490	£ 17,383	£12,706,807	£2,033,089	£10,673,718
£51,000+	923	£ 89,031	£ 44,872	£41,416,704	£4,970,004	£36,446,700
<b>Totals</b>	<b>1,882</b>	<b>£ 58,259</b>	<b>£ 29,363</b>	<b>£55,160,782</b>	<b>£7,210,548</b>	<b>£47,950,234</b>

Around £7.2m of this £55.16m was returned to golf clubs that had Community Amateur Sports Club status in the form of mandatory and discretionary rate relief. To put this relief into a wider context, local government receives nearly seven times as much in rates from golf clubs than it returns to them.

### 9.4. Golf's earnings from inbound tourism

The economic importance of golf includes a strong invisible exports effect from inbound tourism. The main dataset that deals with inbound tourism is the International Passenger Survey (IPS). Its results do not identify earnings from golf specifically; however, they help to identify earnings from tourists that visit the UK for holidays. Assuming that the motivations for holidays between international and domestic tourism are similar, we can apply the percentage for sport tourism (within holidays) from the UK Tourism Survey (20.9%) to the IPS. This estimate leads to total sport earnings from inbound tourism of £3,381m, to which we apply the 10% share of consumer spending on sport attributable to golf. Consequently, we estimate that golf earns approximately £338m from inbound tourism. This spending by overseas tourists directly affects the output, GVA and employment estimations. Note that the

<sup>10</sup> All the economic evaluations of sport in England, Scotland, Wales and Northern Ireland in the last 30 years show that the Central Government has a net income from sport, when all aspects of the sport industry are considered, including the commercial non-sport sector and VAT on sport goods. An example of such report is 'The Economic Importance of Sport in Scotland, 1998-2014': <https://sportscotland.org.uk/media-imported/2479775/economic-importance-of-sport-in-scotland-1998-2014.pdf>

existing estimates in the Golf SSA already include these effects, which are already included in our estimates for the economic importance of the gold industry and are not additional. A summary of the contribution of inbound tourism is shown in Table 9.4.

**Table 9.4: Direct, and Total effects of Inbound Tourism, 2019**

Measure	Golf inbound tourism, direct effects	Golf inbound tourism, total effects
Turnover	£338 million	£906 million
GVA	£139 million	£316 million
Employment	3,328 FTEs	n/a

The direct effect of inbound tourism is associated with turnover of £338million, GVA of £139 million and employment of 3,328 FTEs. When indirect and induced effects are accounted for, then the impact on turnover increases to £906 million and the impact on GVA to £316 million. The earnings from inbound tourism, together with the surplus generated for public finances and the efficiency of job creation in golf reinforce the economic significance of golf to the UK economy

### 9.5. Case Study: Inbound tourism associated with The Open

The R&A has commissioned an economic impact study of The Open in every year that it has been played since 2010. Using the data from these studies, it is possible to quantify the number of inbound tourists who visit the UK specifically to attend The Open. Table 9.5 provides an overview of the attendance at The Open from 2014 (the date of the original Satellite Account for Golf) and 2019 the focus of this study.

**Table 9.5: The number of overseas visitors to The Open 2014-2019**

Year	Course	Spectator Attendance	Unique Spectators	Outside UK (%)	Outside UK (Number)
2014	Royal Liverpool	202,917	105,122	8.8%	9,301
2015	St Andrews	225,173	93,171	28.3%	26,367
2016	Royal Troon	173,134	86,883	15.4%	13,370
2017	Royal Birkdale	235,000	125,944	9.6%	12,149
2018	Carnoustie	172,000	76,716	19.9%	15,298
2019	Royal Portrush <sup>11</sup>	223,250	87,223	19.2%	16,747
	Totals	1,231,474	575,059	16.2%	93,232

Between 2014 and 2019, six editions of The Open have attracted 575,059 unique spectators of whom 93,232 (16.2%) were resident outside the United Kingdom. The proportion of overseas visitors to The Open has varied from 8.8% at Royal Liverpool in 2014 to 28.3% at St Andrews in 2015. There appears to be a ‘Home of Golf’ effect with particularly high numbers of overseas visitors when The Open has been held in Scotland and a novelty effect related to the return to Northern Ireland. Across the six dates featured, the average number of overseas visitors coming to the UK specifically to attend The Open is 15,539, which we estimate to be worth around £7m to the host communities.

<sup>11</sup> Excludes visitors from the Republic of Ireland

## 10. GROWTH SINCE 2014

This section the three most important indicators of the Satellite Account for Golf are compared over the period 2014 to 2019: Consumer Spending, GVA and employment (FTE). For a meaningful comparison of the Consumer Spending and GVA indicators we must consider inflation during the period, which is estimated to be 12%, using data from the Office for National Statistics<sup>12</sup>. The inflation index used here is derived from the overall Price Index and the specific Price Index for sporting services.

Table 10.1 below illustrates the comparison of the results of the Satellite Accounts for Golf over the years 2014-2019.

**Table 10.1: Growth of the Golf economy**

Measure	Golf (2019)	Golf (2014)	Growth in current prices	Growth in 'real' terms
Consumer spending	£5.165 billion	£4.303 billion	20%	8%
GVA	£2.666 billion	£2.045 billion	30%	18%
Employment (FTE)	63,826 FTEs	54,190 FTEs	n/a	18%

Over the period 2014-2019, consumer spending increased by 20% in current prices, which after accounting for inflation gives real terms growth of 8%. Similarly, GVA grew in current prices by 30%, corresponding to 18% of growth using constant prices. Employment also grew by 18%, underlying the validity of the current methodology, as the trend of growth in employment should approximate to the growth in GVA<sup>13</sup>.

In comparing the above statistics it should be noted that the methodologies used for the 2014 and 2019 Satellite Accounts for Golf are broadly comparable but not identical. Two key differences are outlined below.

1. The participation rates in golf in England are not directly comparable. For 2014 we used the published rate of 2.5% which was for golf played at moderate or above physical activity intensity. By contrast, for 2019 we used an unrestricted definition to include all golf participation regardless of physical activity intensity. In the 2016 report we said that the regular golf participation rate in England was 2.5%, which equated to 1,099,000 golfers. For the 2019 update we now state the golf participation rate in England is 4.2%. This revised figure equates to a total of 1,919,316 golfers in England an increase of 820,316 on the original Satellite Account for Golf in the UK. More golfers, all other things being equal, should result in more economic activity, which is found to be the case in this update report.
2. The economic activities examined for the two Satellite Accounts were not identical because of revisions made in the interim to the Vilnius definition of sport. In effect, these revisions recognise more eligible sport-related sectors in the System of National Accounts, which in turn leads to more economic activity being attributable to sport generally and golf specifically.

<sup>12</sup> <https://www.ons.gov.uk/economy/nationalaccounts/satelliteaccounts/datasets/consumertrends>

<sup>13</sup> This is the case because wages and salaries form a major part of GVA.

## 11. CONCLUSION

The Satellite Account for Golf quantifies various characteristics of the golf economy that are supportive of the Government's objectives for sport. For example, the Government's sport strategy *Sporting Future* cites economic development through sport as one of five high level outcomes. According to the strategy, the key performance indicator to be used to measure the economic importance of sport is the Department for Digital, Culture, Media and Sport's Satellite Account for Sport. Of note in *Sporting Future* (p.80) is Key Performance Indicator 16 "Employment in the sport sector (from Sport Satellite Account)". Further, the Key Performance Indicator 15 "Economic impact of events" relates to the impact of major golf events held in the UK such as The Open.

This report presents the findings from the application of the Satellite Account methodology to estimate the economic value of golf in the UK for the year 2019 using three principal measures:

- Consumer spending;
- Gross Value Added (GVA), and
- Employment.

For illustrative purposes the report produces a fourth measure, turnover, and estimates the golf industry's turnover at direct, indirect and induced levels. The report shows that the golf industry is associated with an extensive range of economic activity in a wide range of sectors and that this activity has increased over the five years 2014 to 2019. The key findings are listed as bullet points below.

- Golf is consistently identified as one of the UK's top participation sports. Some 5.356 million adults play golf at least once a year, of whom 2.357 million play at least once every four weeks. Golf participation is underpinned by a club membership of 889,000 people.
- Consumer spending on golf related goods and services is estimated at £5.2 billion, equivalent to 10% of the total sport economy. The most significant sources of this spending are £1.438 billion spent on members' fees and £526m spent on green fees.
- The Gross Value Added (GVA) of the golf industry was found to be £2.666 billion, equivalent to 5% of the sport economy and 0.13% of the entire UK economy.
- Employment associated with the direct demand for golf products and services is estimated at 63,826 FTEs, or equivalently at 88,345 full-time and part-time jobs. This corresponds to 0.27% of all employment in the UK.
- The turnover associated with the golf industry is £17.331 billion comprised of direct effects of £6.467 billion, indirect effects of £5.738 billion, and induced effects of £5.125 billion.
- Golf contributes £1.313 billion to the public purse via direct and indirect taxation on individuals and businesses.
- Golf attracted £338 million for the UK economy from inbound tourism. This invisible export income is equivalent to a direct effect on GVA of £139 million and an employment effect of 3,328 FTE jobs.
- Over the period 2014-2018, golf grew in real terms (constant prices) by 18% in both GVA and employment and by 8% in consumer spending.



The 2019 Satellite Account for Golf shows that the golf economy is an efficient generator of employment. The number of economic activities associated with some sections of the golf industry, such as construction, has increased during the period 2014 to 2019, resulting in greater economic benefits for the UK. The account also shows that golf has strong links with economic sectors associated with high GVA and turnover multipliers, such as construction and overseas tourism, resulting in a significant impact on the UK economy. In addition, the finding that the percentage contribution of golf in employment is greater than in GVA, shows that golf is an efficient generator of employment and can be used as a tool for economic recovery during an economic recession or following the current Covid-19 pandemic. The report shows that the major asset of the golf economy is the network of golf clubs. Any increase in golf participation, especially through new participants, is likely to impact positively on clubs and golf-related consumer spending, spreading the benefits to the UK economy through economic activities such as retail, construction and tourism.

There are opportunities for growth in participation if a strategic approach is taken to the development of golf. In England the participation rate in the last seven days amongst children aged 5-15 was 0.5% in 2019; whereas in Wales and Northern Ireland young people's participation rates in golf outside school in the last 12 months were 2.8% and 1% respectively. There is therefore considerable opportunity for growing a resilient golfing habit for life amongst young people across the UK.

There is a considerable gender disparity in golf participation between women and girls compared with men and boys. In England the regular participation rate for men is five times greater than that for women and using the annual participation rate the corresponding statistic is 2.5 times greater. People from ethnically diverse backgrounds and deprived areas are also underrepresented in golf participation and represent new areas for growth.

The UK has an ageing population and golf participation is known to increase with age amongst adults up until the age of 60. For people wishing to transition from vigorous intensity sports as they get older to sports that are more sustainable physically, golf is an ideal outlet for skilful and competitive sport that enables people of all abilities to compete on comparable terms through the handicap system.

The Covid-19 pandemic has created a perhaps unexpected opportunity for golf. Playing golf generally takes place outdoors, it is naturally socially distanced, and the leadership of the sport in the UK have gone to considerable lengths to make the sport Covid secure. As participation increases, it follows that the economic activity associated with the golf industry will increase as well.

Overall, the Satellite Account for Golf demonstrates that the sport is of considerable economic importance to the sport industry specifically and is a measurable component of the UK economy more generally. This update demonstrates that since 2014 golf has increased its links with important sectors of the economy and has grown considerably in real terms. The documented growth, plus the further opportunities presented create a favourable environment for even greater future growth.

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May 2022



## APPENDICES

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Table A.1: Mapping of the Golf Industry through examination of the SIC 2007 codes

<b>SIC 07 codes</b>	<b>Description</b>
<b>SECTION C:</b>	<b>MANUFACTURING</b>
13940	Manufacture of cordage, rope, twine and netting
14190	Manufacture of other wearing apparel and accessories
15200	Manufacture of footwear
18129	Printing
22290	Manufacture of plastic products
28990	Manufacture of special-purpose machinery
29100	Manufacture of motor vehicles
30990	Manufacture of other transport equipment n.e.c.
32300	Manufacture of sports goods
32990	Other manufacturing not elsewhere classified (n.e.c.)
33200	Installation of industrial machinery and equipment
<b>SECTION F:</b>	<b>CONSTRUCTION</b>
41100	Development of building projects
41201	Construction of commercial buildings
41202	Construction of domestic buildings
42990	Construction of other civil engineering projects n.e.c.
43999	Other specialised construction activities n.e.c.
<b>SECTION G:</b>	<b>WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES &amp; MOTORCYCLES</b>
45111	Sale of new cars and light motor vehicles
46160	Agents involved in the sale of textiles, clothing, fur, footwear and leather goods
46180	Agents specialised in the sale of other particular products
46410	Wholesale of textiles
46420	Wholesale of clothing and footwear
46499	Wholesale of household goods (other than musical instruments) n.e.c.
46520	Wholesale of electronic and telecommunications equipment and parts
46900	Non-specialised wholesale trade
47190	Other retail sale in non-specialised stores
47640	Retail sale of sports goods, fishing gear, camping goods, boats and bicycles
47710	Retail sale of clothing in specialised stores
47721	Retail sale of footwear in specialised stores
47722	Retail sale of leather goods in specialised stores
47749	Retail sale of medical and orthopaedic goods (other than hearing aids) n.e.c., in specialised stores
47789	Other retail sale of new goods in specialised stores (not commercial art galleries & opticians)
47910	Retail sale via mail order houses or via Internet
47990	Other retail sale not in stores, stalls or markets
<b>SECTION H:</b>	<b>TRANSPORTATION AND STORAGE</b>
49390	Other passenger land transport n.e.c.
<b>SECTION I:</b>	<b>ACCOMMODATION AND FOOD SERVICE ACTIVITIES</b>
55100	Hotels and similar accommodation
55201	Holiday centres and villages
55300	Camping grounds, recreational vehicle parks and trailer parks

55900	Other accommodation
56101	Licensed restaurants
56210	Event catering activities
56302	Public houses and bars
<b>SECTION J:</b>	<b>INFORMATION AND COMMUNICATION</b>
58142	Publishing of consumer and business journals and periodicals
58190	Other publishing activities
58290	Other software publishing
59113	Television programme production activities
59200	Sound recording and music publishing activities
62011	Ready-made interactive leisure and entertainment software development
62090	Other information technology service activities
<b>SECTION K:</b>	<b>FINANCIAL AND INSURANCE ACTIVITIES</b>
65120	Non-life insurance
<b>SECTION L:</b>	<b>REAL ESTATE ACTIVITIES</b>
68100	Buying and selling of own real estate
68209	Other letting and operating of own or leased real estate
68320	Management of real estate on a fee or contract basis
<b>SECTION M:</b>	<b>PROFESSIONAL SCIENTIFIC AND TECHNICAL ACTIVITIES</b>
69201	Accounting, and auditing activities
70100	Activities of head offices
70229	Management consultancy activities other than financial management
71111	Architectural activities
72190	Other research and experimental development on natural sciences and engineering
73110	Advertising agencies
74909	Other professional, scientific and technical activities n.e.c.
<b>SECTION N:</b>	<b>ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES</b>
79110	Travel agency activities
79120	Tour operator activities
81300	Landscape service activities
82990	Other business support service activities n.e.c.
<b>SECTION P:</b>	<b>EDUCATION</b>
85421	First-degree level higher education
85510	Sports and recreation education
85590	Other education n.e.c.
<b>SECTION Q:</b>	<b>HUMAN HEALTH AND SOCIAL WORK ACTIVITIES</b>
86900	Other human health activities
<b>SECTION R:</b>	<b>ARTS ENTERTAINMENT AND RECREATION</b>
91020	Museums' activities
92000	Gambling and betting activities
93110	Operation of sports facilities
93120	Activities of sport clubs
93130	Fitness facilities
93199	Other sports activities
93290	Other amusement and recreation activities n.e.c.
<b>SECTION S:</b>	<b>OTHER SERVICE ACTIVITIES</b>

94120	Activities of professional membership organisations
94990	Activities of other membership organisations n.e.c.
95290	Repair of personal and household goods n.e.c.
96090	Other service activities n.e.c.

*Note: Highlighted cells indicate codes with no golf presence in 2016 (2014 data).*

**Table A.2: Golf Sector – Consumer Spending, UK, 2019**

<b>EXPENDITURE TYPE</b>	<b>£ million</b>
Member Fees and Joining Fee	1,438.30
Green Fees (Members and Tourists)	526.31
Accommodation - Tourists	483.93
Golf Clothing	386.35
Food and Beverages Clubs	348.52
Golf Equipment - Clubs	272.35
Golf Related Betting	245.06
Driving Ranges and Lessons	233.89
Domestic Golf Holidays (including some events)	173.78
Accessories - Other	152.40
Hire of Equipment	150.58
Live Events	145.85
Golf Equipment - Gloves and Bags	135.66
Overseas Golf Holidays	138.07
Golf Equipment - Balls	78.77
TV & Video Rental, Cable & Satellite Subscriptions, Licence	82.58
Golf Footwear	54.15
Golf Magazines	47.36
Recreational Golf	38.01
Charity	11.66
Coke, Petroleum	10.81
Education	6.92
Golf Books and DVDs	4.01
<b>TOTAL</b>	<b>5,165.3</b>

Table A.3: Golf Sector – Gross Value Added, UK, 2019

SECTOR	£ million
Clubs	722
Golf Construction	358
Accommodation	274
Golf Equipment Retail	175
Golf Related Betting	142
Management and Administration	134
Golf Trolleys & Wholesale Operators	98
Domestic Holidays (Mainly Via Agents / Travelling)	97
Golf Equipment Manufacturing (Exports)	88
Independent Driving Ranges / Green Fees	82
Golf Sportswear	81
Live Events	76
Food Services	73
Golf TV	59
Overseas Holidays	41
Services: Advertising, Design, Media, Agencies	37
Recreational Golf	34
Golf Real Estate	16
Associations	16
Landscape Services	13
Manufacture of Plastic Goods and Machinery for Golf	13
Golf Magazines and books	12
Charities	11
Education	11
IT Service / Insurance	3
<b>TOTAL</b>	<b>2,666</b>

**Table A.4: Golf Sector – Employment, UK, 2019, Full-Time Equivalent**

<b>EMPLOYMENT TYPE</b>	<b>FTEs</b>
Clubs	19,914
Accommodation	8,274
Golf Construction	4,994
Food Services	4,059
Golf Equipment Retail	3,670
Independent Driving Ranges / Green Fees	3,626
Management and Administration	2,934
Golf Trolleys & Wholesale Operators	2,496
Golf Equipment Manufacturing (Exports)	2,101
Domestic Holidays (Mainly Via Agents / Travelling)	2,048
Golf Related Betting	1,747
Live Events	1,619
Golf Sportswear	1,610
Overseas Holidays	1,035
Associations/Charities	806
Golf TV	574
Recreational Golf	570
Services: Advertising, Design, Media, Agencies	540
Education	304
Landscape Services	291
Golf Magazines and books	224
Manufacture of Plastic Goods and Machinery for Golf	209
Golf Real Estate	180
<b>TOTAL</b>	<b>63,826</b>

**Table A.5: Golf Sector – Employment, UK, 2019, Number of People**

<b>EMPLOYMENT TYPE</b>	<b>People</b>
Clubs	32,950
Accommodation	12,403
Golf Construction	4,994
Food Services	4,941
Golf Equipment Retail	4,880
Independent Driving Ranges / Green Fees	4,648
Live Events	3,692
Management and Administration	2,934
Golf Trolleys & Wholesale Operators	2,496
Domestic Holidays (Mainly Via Agents / Travelling)	2,416
Golf Related Betting	2,352
Golf Equipment Manufacturing (Exports)	2,101
Golf Sportswear	2,086
Overseas Holidays	1,230
Associations/Charities	853
Recreational Golf	845
Golf TV	574
Services: Advertising, Design, Media, Agencies	546
Landscape Services	381
Education	304
Golf Real Estate	270
Golf Magazines and books	240
Manufacture of Plastic Goods and Machinery for Golf	209
<b>TOTAL</b>	<b>88,345</b>



Table A.6: GVA and Turnover, Enhanced by Indirect (I) and Induced (II) Effects

GOLF SECTOR	GVA	Indirect GVA effect	Direct + Indirect GVA	Induced GVA effect	Total GVA	Turnover	Indirect Turnover effect	Direct + indirect Turnover	Induced Turnover effect	Total Turnover
Clubs	722	366	1,088	272	1,360	2,540	1,552	4,091	1,156	5,247
Golf Construction	358	429	787	261	1,049	896	958	1,855	583	2,438
Accommodation	274	166	440	154	593	558	418	976	387	1,363
Golf Equipment Retail	175	84	260	101	361	295	177	472	212	685
Golf Related Betting	142	70	211	53	264	197	111	308	85	392
Management and Administration	134	85	218	112	331	259	162	421	214	636
Golf Trolleys & Wholesale Operators	98	51	149	45	193	210	148	358	130	489
Domestic Holidays (Mainly Via Agents / Travelling)	97	97	193	104	298	171	167	338	179	516
Golf Equipment Manufacturing (Exports)	88	53	141	45	186	159	101	261	87	348
Independent Driving Ranges / Green Fees	82	42	124	31	154	225	137	362	101	463
Golf Sportswear	81	39	120	47	167	135	81	216	97	313
Live Events	76	45	121	60	181	147	88	236	116	351
Food Services	73	47	120	48	169	145	108	253	113	366
Golf TV	59	48	107	45	152	116	1,247	1,364	1,151	2,515
Overseas Holidays	41	42	83	44	127	74	72	146	76	222
Services: Advertising, Design, Media, Agencies	37	20	57	27	84	73	42	116	59	174
Recreational Golf	34	17	52	12	64	97	59	156	39	195
Golf Real Estate	16	8	24	5	29	27	15	42	9	51
Associations	16	8	24	90	114	25	15	40	168	208
Landscape Services	13	11	25	9	33	28	24	53	18	71
Manufacture of Plastic Goods and Machinery for Golf	13	8	20	9	29	33	21	54	24	78
Golf Magazines and books	12	7	19	8	27	21	15	36	16	52
Charities	11	5	16	25	41	17	10	27	46	73
Education	11	3	14	26	40	14	6	20	46	67
IT Service / Insurance	3	2	5	7	12	5	3	7	11	18
<b>TOTAL</b>	<b>2,666</b>	<b>1,752</b>	<b>4,418</b>	<b>1,638</b>	<b>6,057</b>	<b>6,467</b>	<b>5,738</b>	<b>12,206</b>	<b>5,125</b>	<b>17,331</b>

