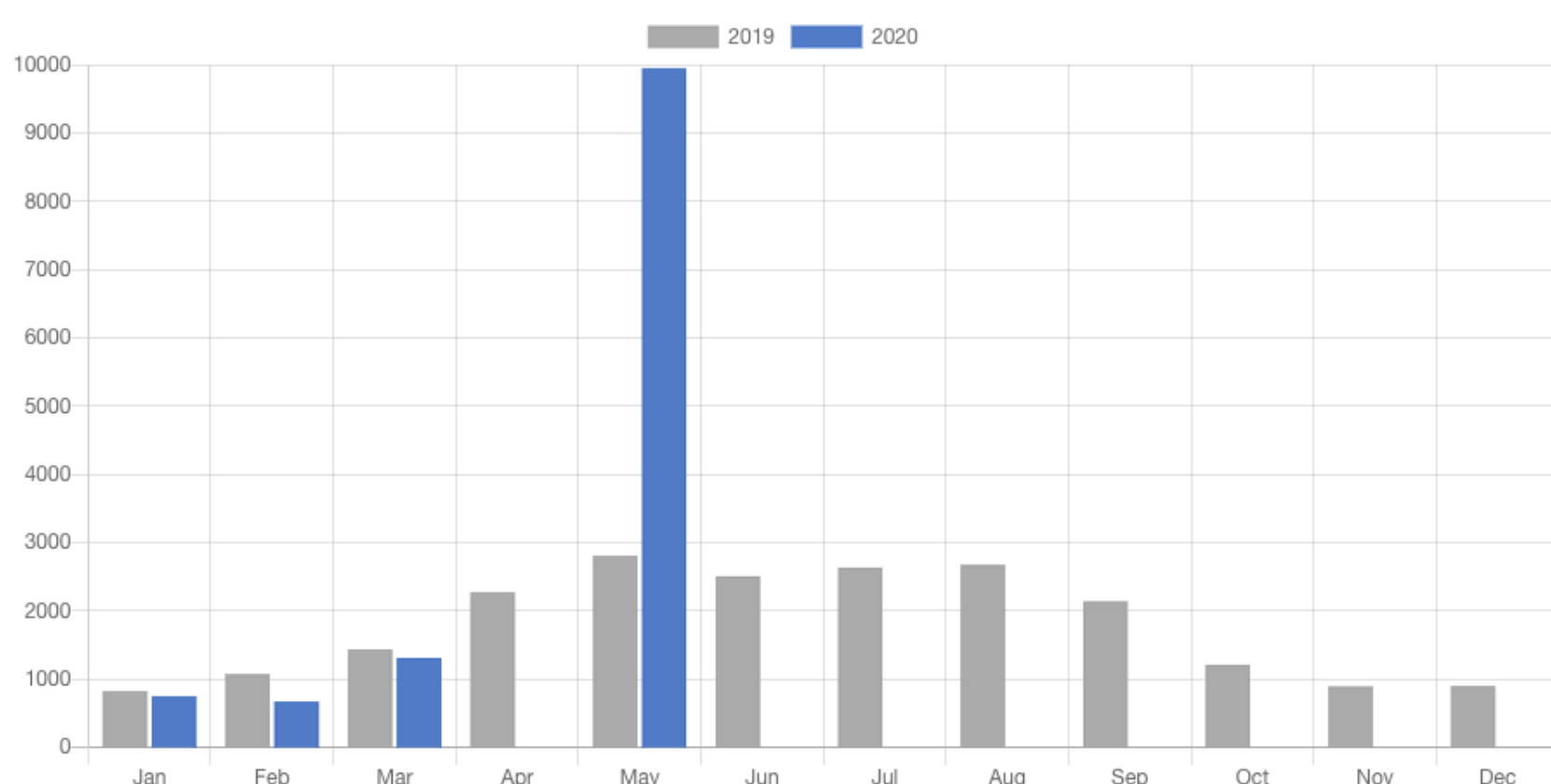


We have been reviewing some of the statistics following the lifting of the lockdown restrictions and have pulled together this infographic in conjunction with the PGA...

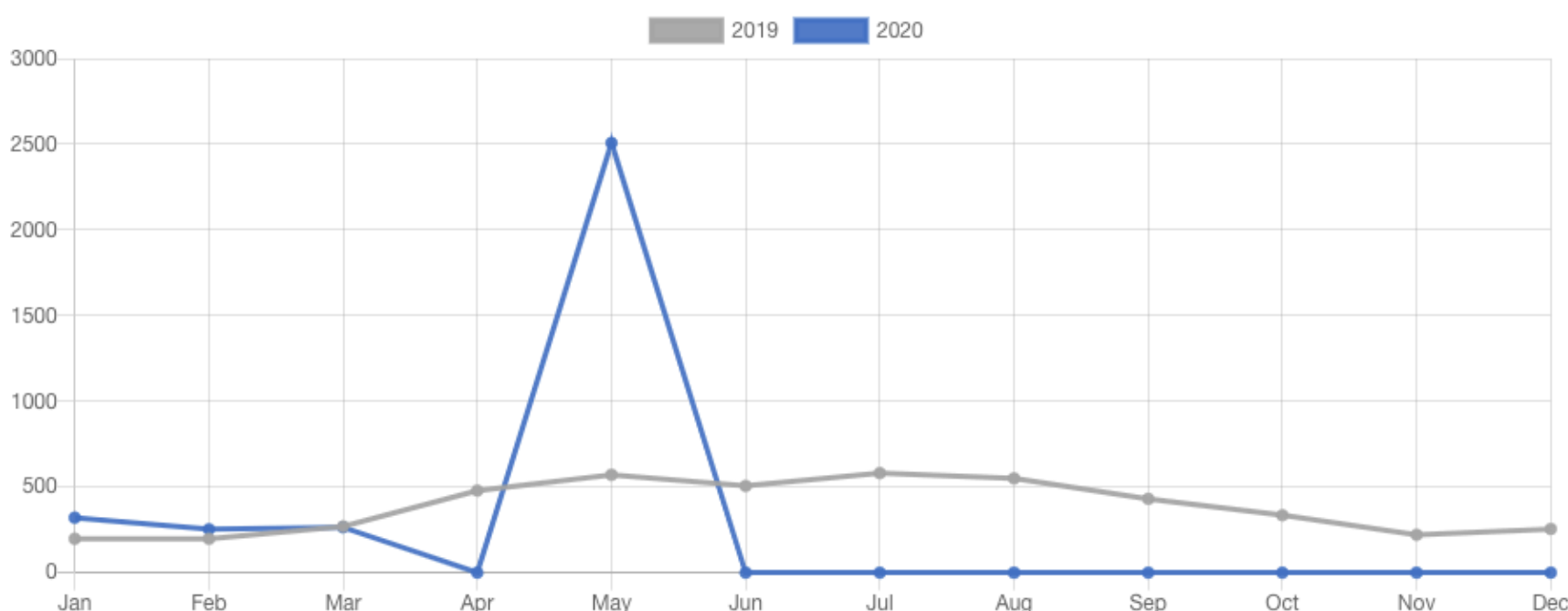
ONLINE GREEN FEE REVENUE...

GROSS YOY ONLINE GREEN FEE SALES



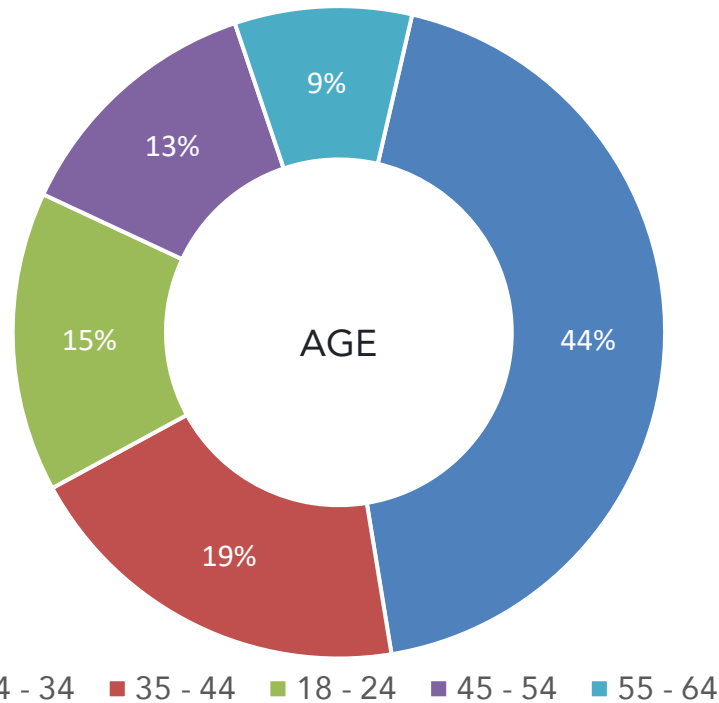
SUPPLY & DEMAND...

BOOKING ENGINE WEB USERS



DID YOU KNOW...

- We measure demand with individual users via Google Analytics. Users increased by 339% and saw golf clubs get nearly 2,500 users visit their booking engines compared with 500 last year.
- Conversion represents lookers (users) to bookers increased from 5.43% to 7.42%.
- Demand also increased with the third parties, with Teetimes.co.uk reporting a 600% increased in web traffic YOY with only 100 courses live compared with their normal 650.
- Teetimes.co.uk also reported an increase in average price per player of 35%.



MAY 2019 VS MAY 2020...

