

Females on the Fairways

Putting research into practice



How to attract more females to the game of golf, and keep them playing for life?



Perception & Barriers of Non-golfing Women

Unwelcoming environment

Lack of knowledge of the game

Significant time & cost commitment



Program Design Requirements

Fun

Social

Inclusive

Flexible

Simple

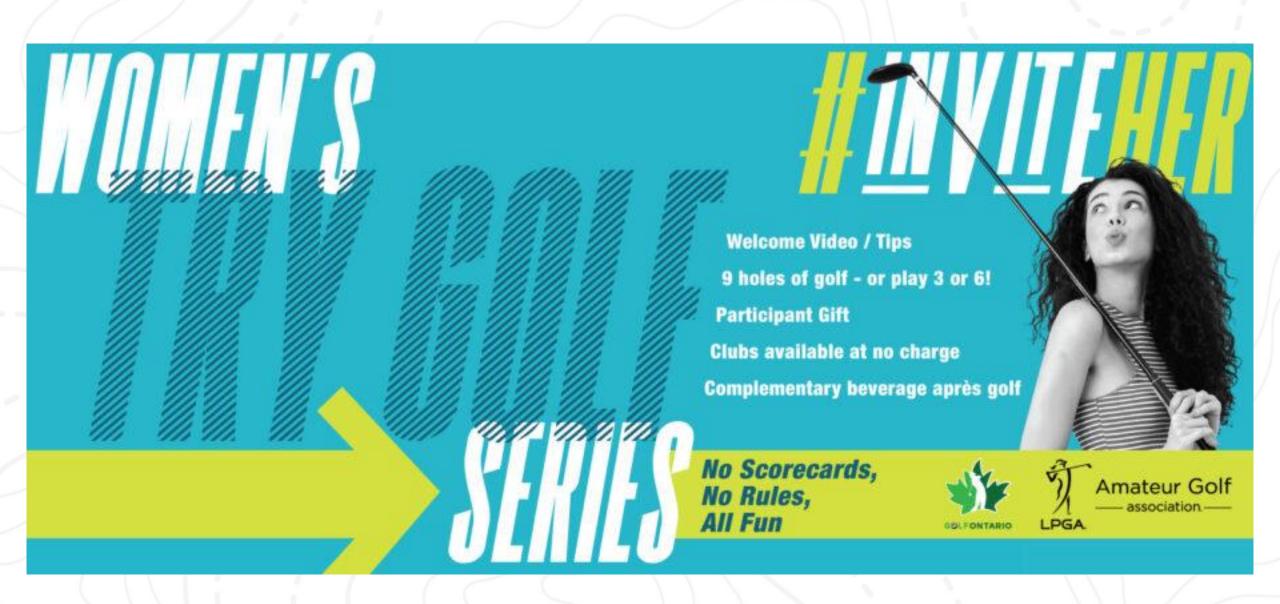
Time & Cost Sensitive

FEMALE ONLY



Women's motivation to take up golf is influenced by peers' participation in the sport.







The Women's Try Golf Series is here for you!

We want you to TRY it, and we want you to LOVE it!



Fun, Inclusive & Simple

Designed for women (19+) with little to no golf

experience to play 9 holes with other ladies

that are there to have **fun**.







Social, Flexible & Time/Cost Sensitive

Events take place in the late afternoon/evening

at **female friendly** golf courses and always

include an après golf beverage!







Bring your friends and learn together!

Who doesn't like having fun, being social, and free WINE?!







2020 Pilot

4 sites

200 women











2021 Full Schedule

30 sites

1200 women



















2022 Expanded Schedule

44 sites

2000 women



































What's Next?

2023 & Beyond





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