[Introduction] Golf has a large market from the viewpoint of sports business. We previously researched marketing and customer services performed by golf courses in Japan (Horie, et al., 2006) (Kita, et al., 2006). In the present study, we investigated marketing/management measures implemented or planned to attract new customers by golf courses in foreign countries.

[Methods] In this study, a similar survey was performed in a total of 1,887 golf clubs in England (110), Scotland (310), Wales (119), Ireland (240), Australia (708), and New Zealand (400). The survey was performed from September 1 to 31, 2006 by mailing questionnaires. Responses were obtained from 213 golf clubs with a recovery rate of 11.3%.

[Results] Renovation and construction of course (41.6%) was the most common measure currently taken to increase profits at the golf courses surveyed. Subsequently, common measures included revision of green fees (37.4%), cost reduction (34.1%), renovation and construction of facilities (32.7%), database of customers (31.3%), improvement of unprofitable operations (24.8%), enhancement of promotion (23.8%), customer development (22.4%), securing of high-quality personnel (21.5%), and information services using information technologies (18.7%). An analysis of the implementation rates of these measures revealed a significant difference between countries for information services using information technologies (p<0.05, analyzed using ANOVA). Specifically, the implementation rates were 30.8% in Ireland, 80.0% in Wales, 24.1% in Scotland, 17.1% in England, 16.7% in Australia, and 11.1% in New Zealand. As a measure planned to be taken to increase profits, enhancement of promotion (10.7%) was the most common, followed by information services using information technologies (10.3%) and renovation and construction of course (9.8%).

[Discussion] Regarding measures taken to raise profits at golf courses in foreign countries, only information services using information technologies showed a significant difference in the implementation rate between countries. This result may be underlain by factors such as accessibility to the Internet. In a similar survey with golf courses in Japan, the implementation rate of cost reduction was the highest, reaching about 80%, which could have been considerably affected by the prolonged economic recession. In the future, we would like to obtain more detailed data based on factors such as the golf culture and economic conditions in each country.