

80% Of Golfers Stop Play Because Of Credit Crunch



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A staggering 81% of golfers have said they don't play as often as they would like because of the credit crunch, according to a new survey released by Rewards4golf.com

Over 3,000 golfers were polled and said on average they spend £61.86 each time they tee-off but were reducing the time they spent on the course because of cost.



"It's alarming to see how many golfers are cutting down their game because they simply don't have the same disposable income," said Commercial Director, Colin Whitehead.

“We’ve seen a huge surge in members for Rewards4golf.com and part of that reason must be because we’re giving golfers what they want and helping them to carry on golfing in these tough times.”

Rewards4golf.com enables golfers to earn points in their everyday shopping, is absolutely free and takes just one minute to sign up to.

In the last two months, 20,000 golfers have signed up to the unique rewards scheme, bringing the total to 75,000 since Rewards4golf.com was launched just over a year ago.

And Rewards4golf.com has also announced it has just signed up 14 new retail partners including Interflora, Lloyds Pharmacy, Hallmark Cards, Cath Kidston and Tommy Hilfigger, giving members an even greater choice.

Members can also earn points when spending with some of the UK’s best known golf specialists including Direct Golf UK, Golfbreaks.com, Golf Care, [GreenFree](#) and [The Golfers Club](#).

“It’s a simple formula. We just give golfers what they want, from the retailers they like to use to the products they want to redeem,” said Commercial Director Colin Whitehead.

The £61.86 (£37.86 if you exclude the green fee) breaks down as:

Green	Fee:	£24
Buggies/trolleys		£8.13
Pro Shop (balls, consumables, snacks)		£6.92
Pro Shop (equipment, clothing)		£9.77
Club House (drinks and meals)	£13.04	

And with the average golfer playing 3.4 times per month in the season and an impressive 90% of those polled saying they played all year round, it all adds up.

In fact, nearly 4% (3.7%) said they would not be renewing their club membership next year and a further 9% said they would not if prices rose.

Rewards4golf.com is the only specialist golf rewards scheme where members earn points for every pound they spend with some of the UK’s most popular retailers including Tesco, John Lewis, Littlewoods, Currys, Marks & Spencer, Halfords, Superdrug and Amazon.

The scheme is the first of its kind anywhere in the world and its innovative technology means points are automatically collated whenever a registered credit or debit card is used with a participating retailer – meaning the system is both environmentally friendly and hassle-free as there is no need to carry a separate loyalty card.

It takes just one minute to register a card online and is completely free. Members can earn points by shopping with more than 200 online retailers and around 3000 high street outlets. In addition, they can register more than one card to contribute to their points' tally, so they can even be rewarded when their partner, friends or family shop.

Anyone can sign up to the scheme at www.rewards4golf.com, where they can also browse the huge variety of rewards on offer and see the extensive list of participating retailers.

Ends

Notes to editors: Rewards4golf.com polled 3,471 UK golfers through GreenFree Limited.

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