

**Enhver ved, hvordan
en golfspiller ser ud.
Eller...?**



A photograph of two men on a golf course. In the foreground, a man in an orange shirt and grey shorts is bent over, preparing to hit a golf ball with a club. He is wearing a red cap. In the background, another man in a pink shirt and light-colored shorts is standing and watching. A golf bag on a trolley is visible to the left. The scene is set on a lush green lawn with a path and trees in the background.

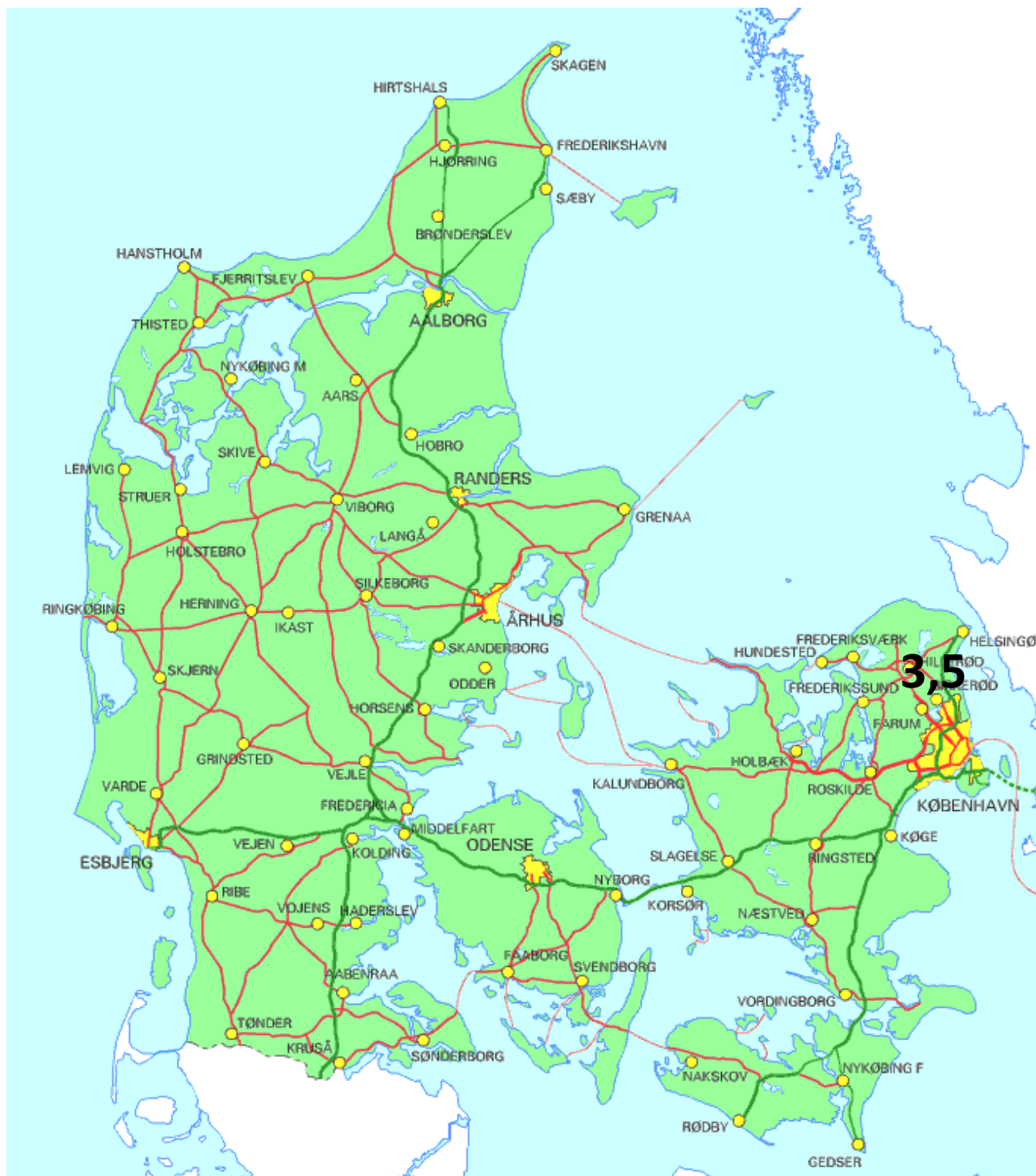
Velkommen

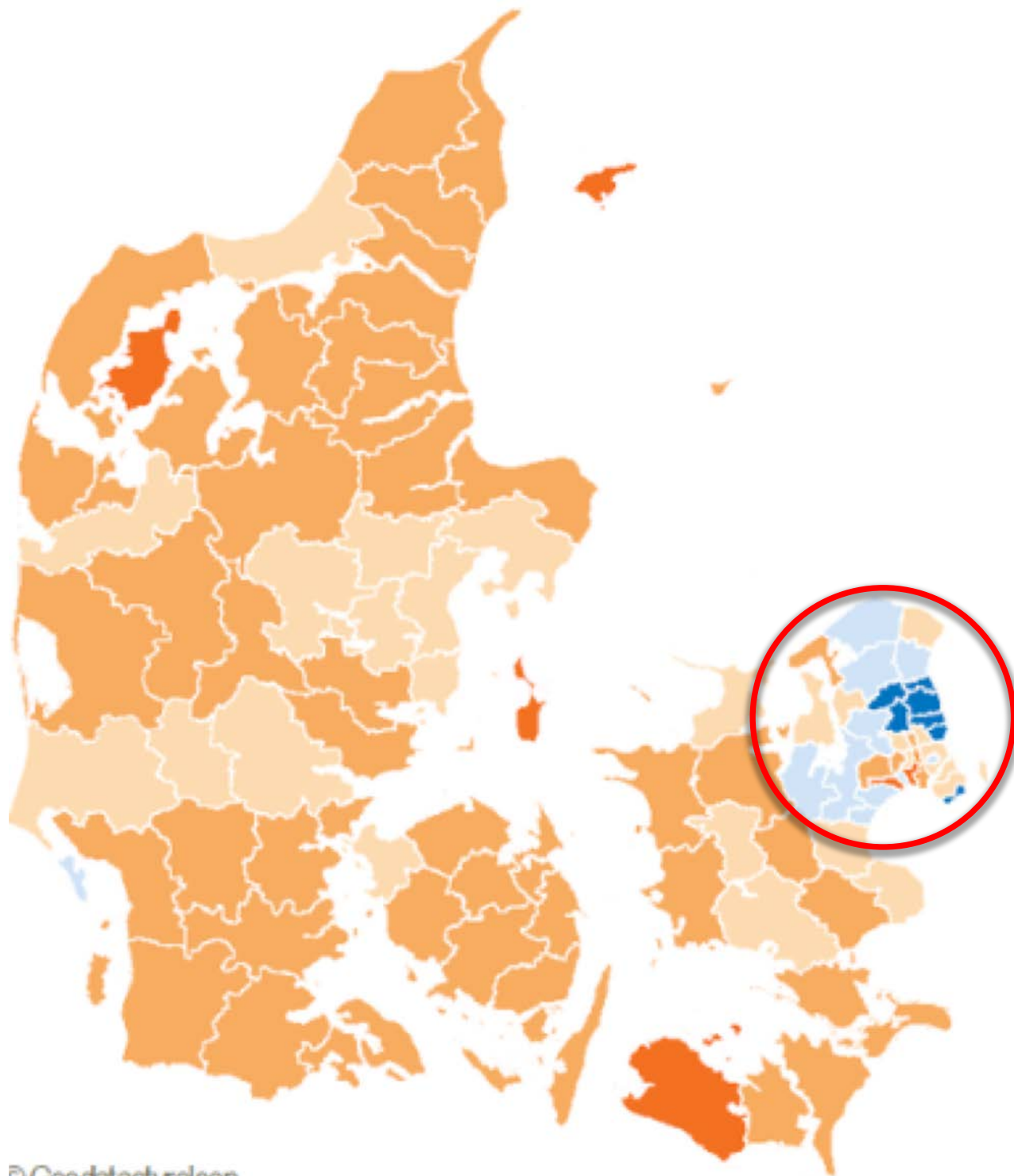
Vi har også plads til dig...

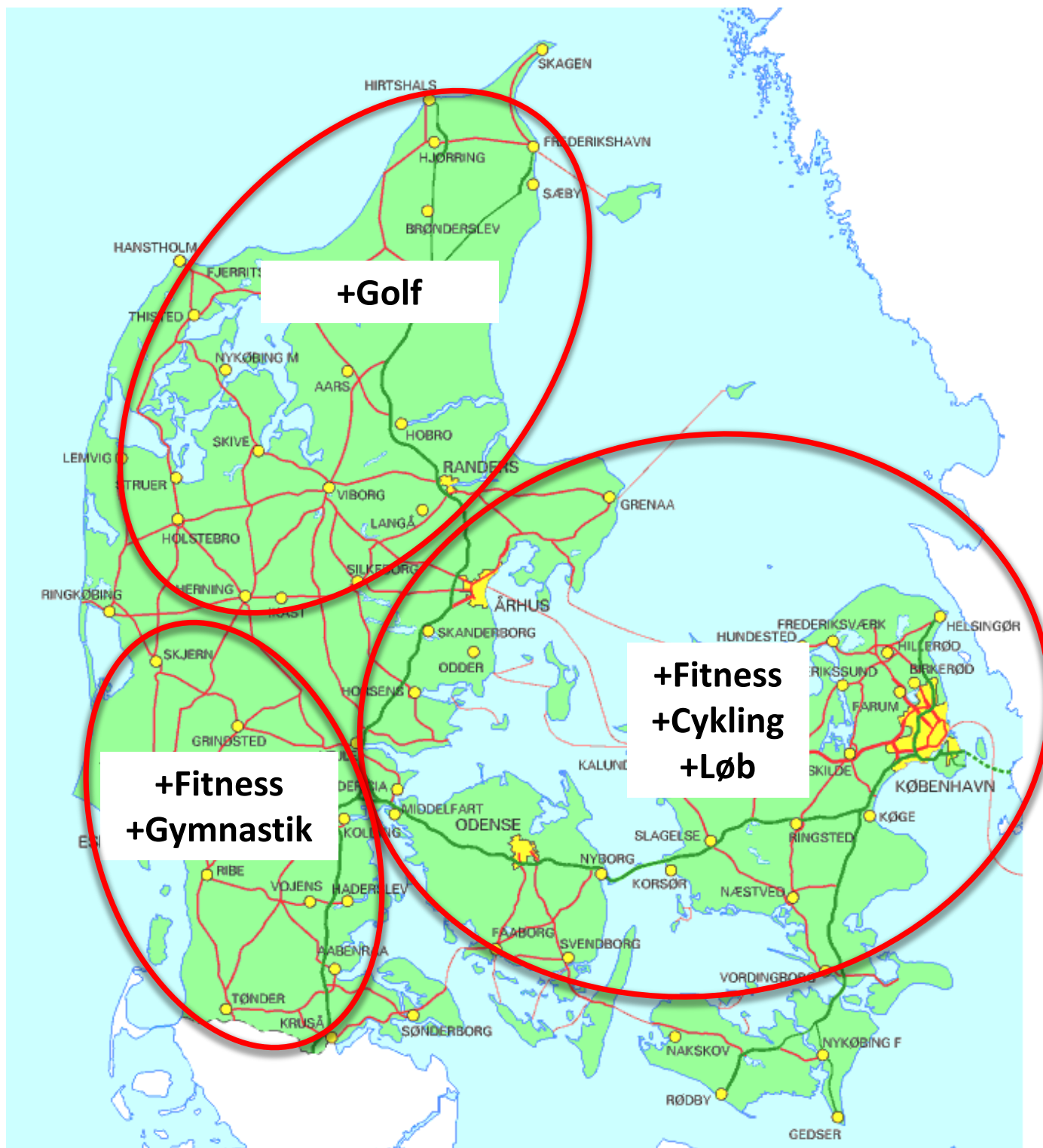
**”Det er noget for de rige
svin i Nordsjælland..”**

Tråd på Facebook 2017

3,1%

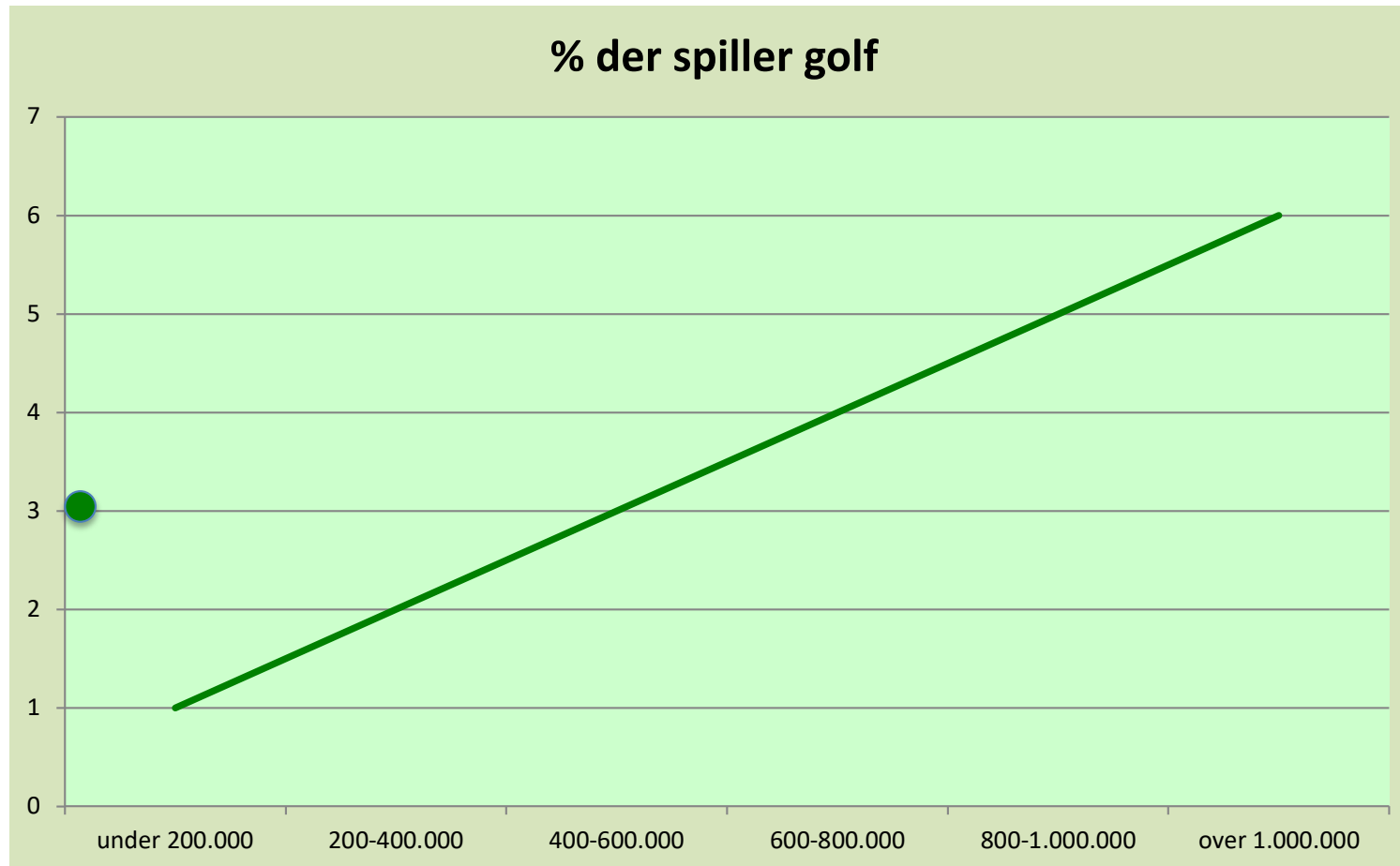






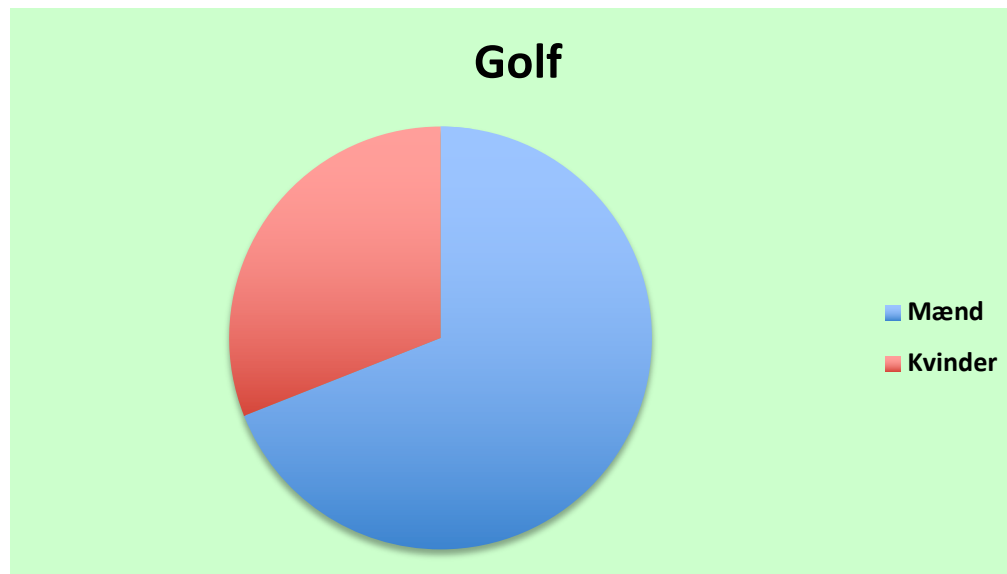
...de rige svin?

De rige, ja!



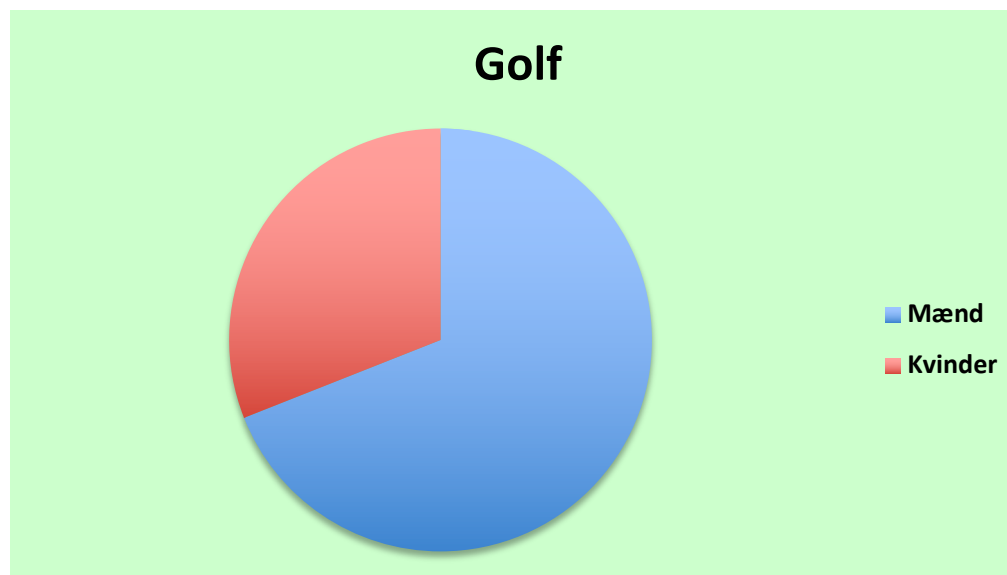
Men der er ligestilling.

Kvindekamp?

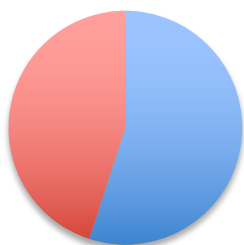


	Spiller golf	Golf hyppigt
Mænd	69	71
Kvinder	31	29

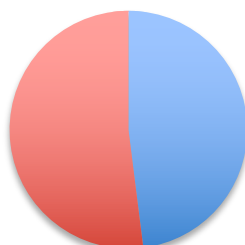
Kvindekamp?



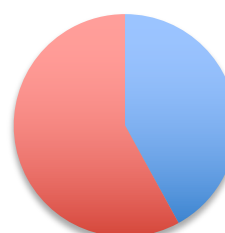
Cykling



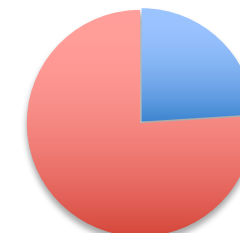
Løb



Fitness



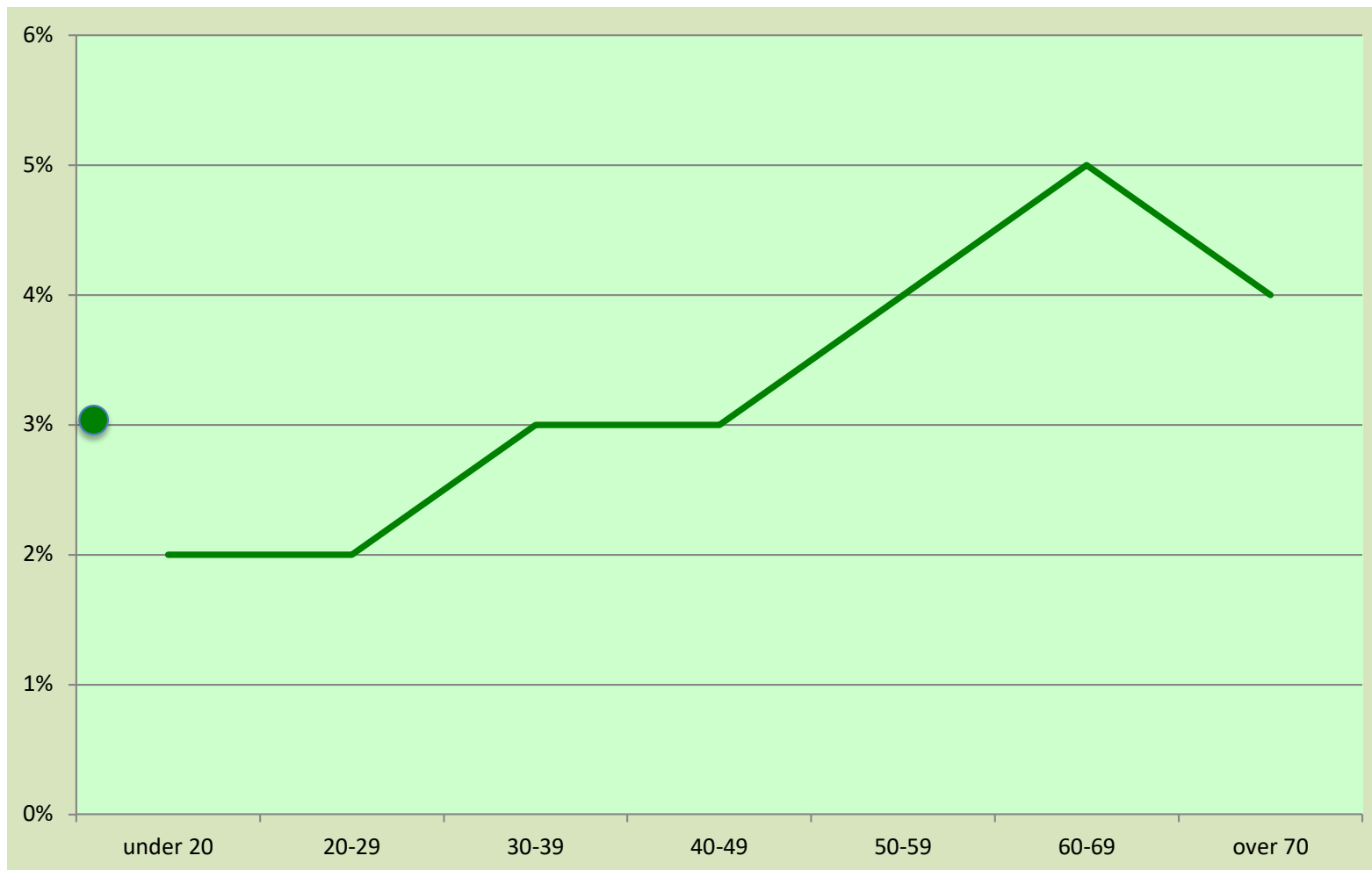
Gymnastik



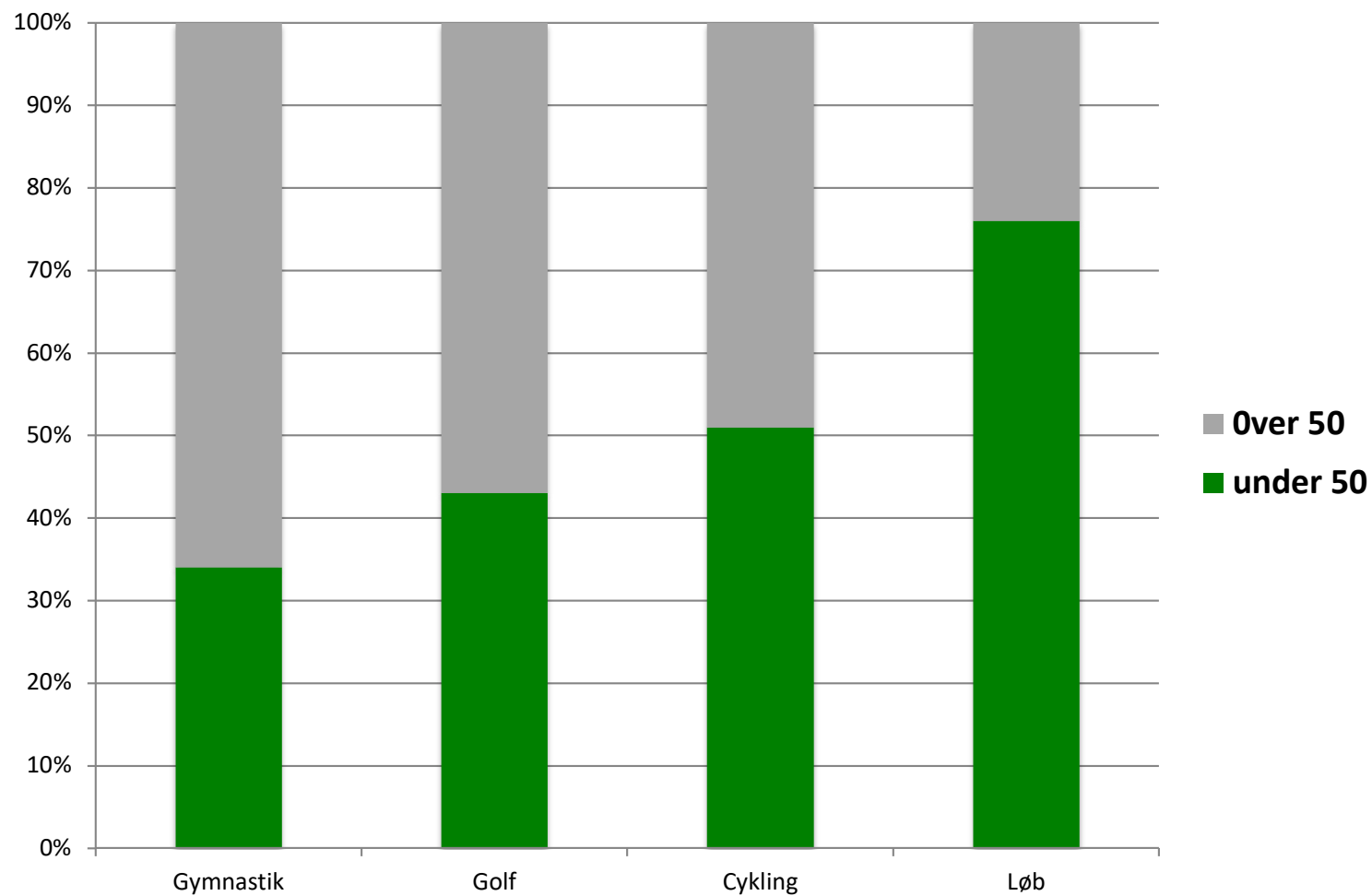
Noget for pensionister, helt sikkert!

(Samtlige medier, når de skal vise billeder af folkepensionister)

Jo, sådan ca.



Ældrebyrden



Konklusion:

**Den typiske golfspiller er
en velbjerget jysk
pensionist af hankøn.**



Livsstil.

(Eller hvordan tingene sladrer om os).















Kender du typerne?

Det moderne liv



Det moderne liv



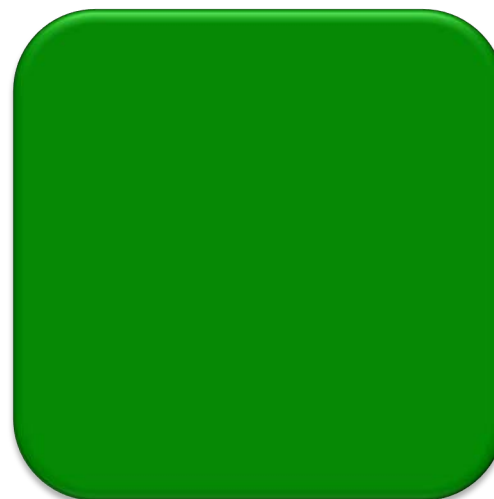
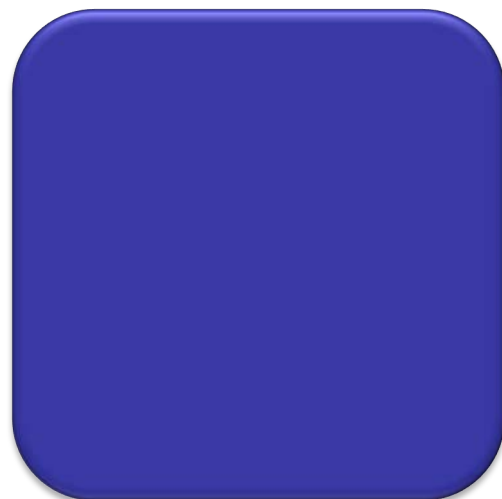
Det traditionelle liv



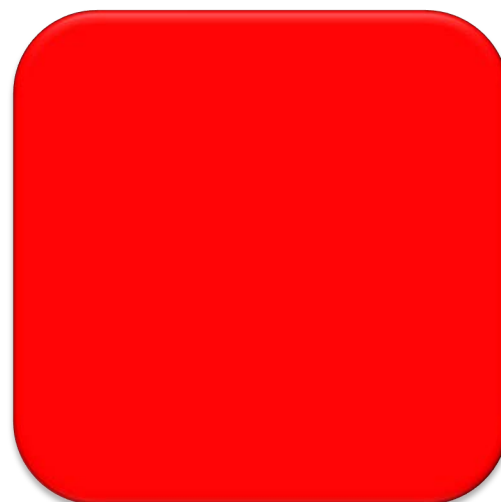
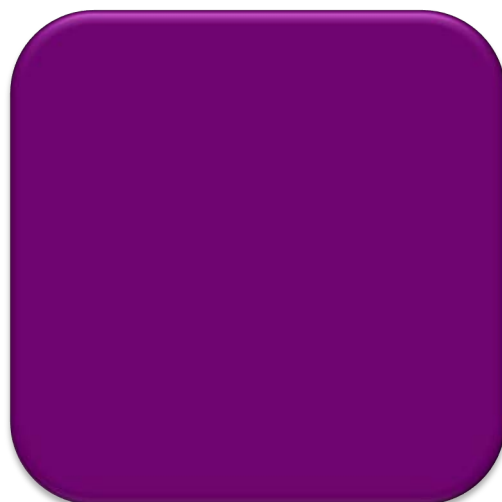
Det moderne liv

STEGEMARGARINEGRÆNSEN

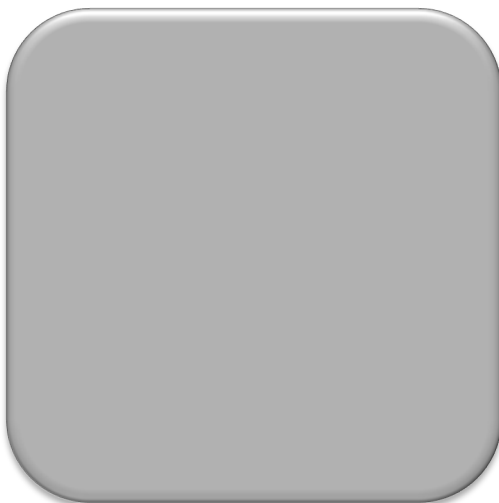
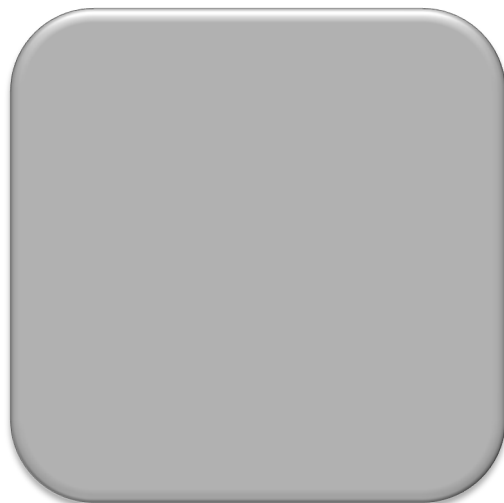
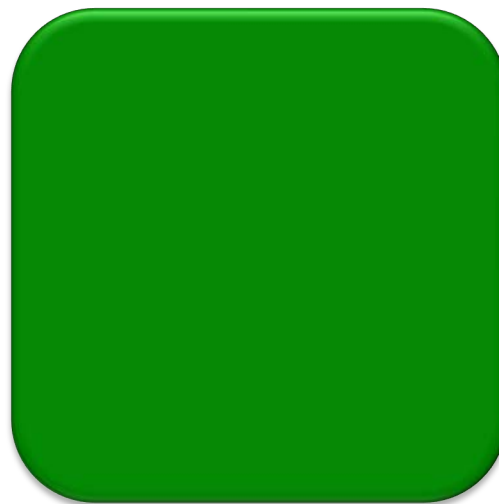
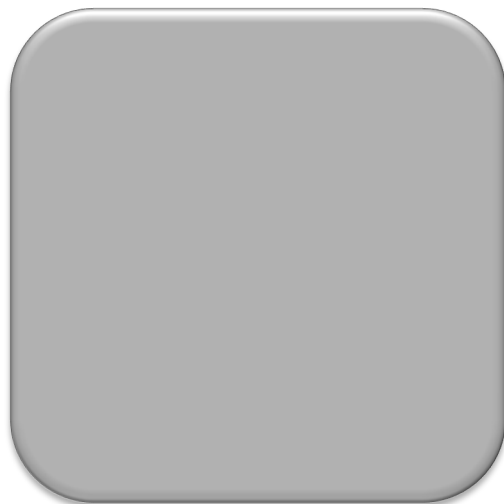
Det traditionelle liv



STEGEMARGARINEGRÆNSEN

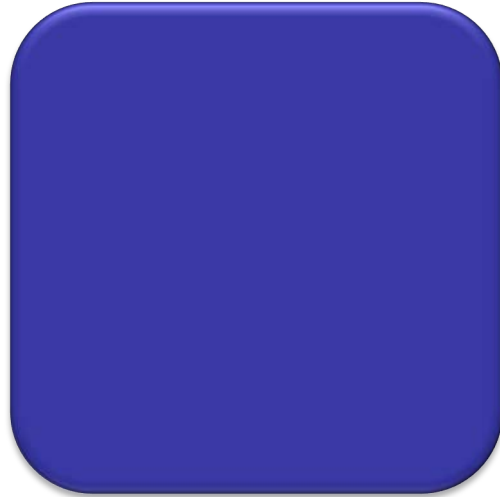


Moderne fællesskabsorienterede

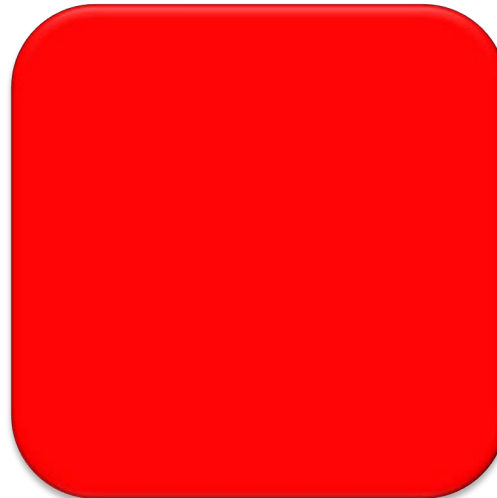
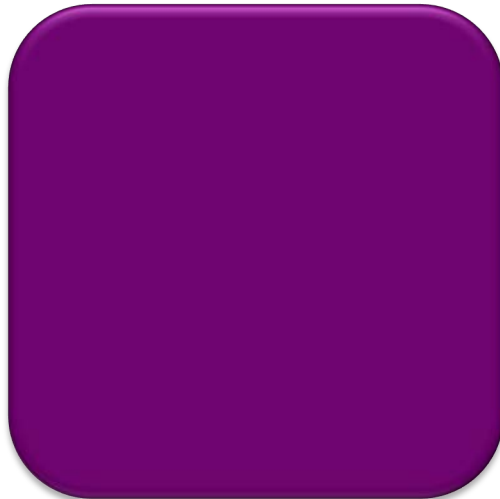




Bil?

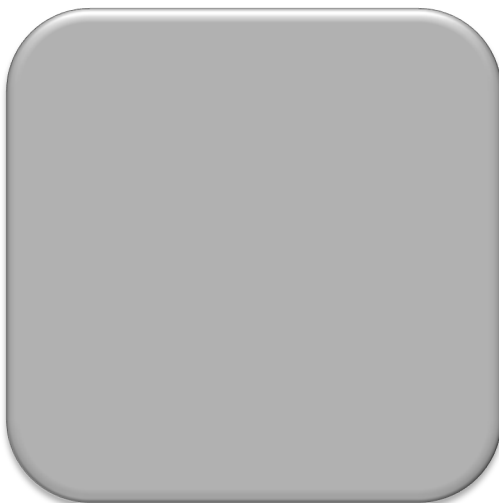
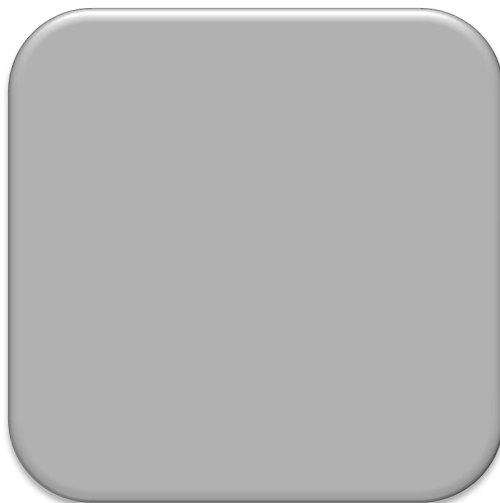
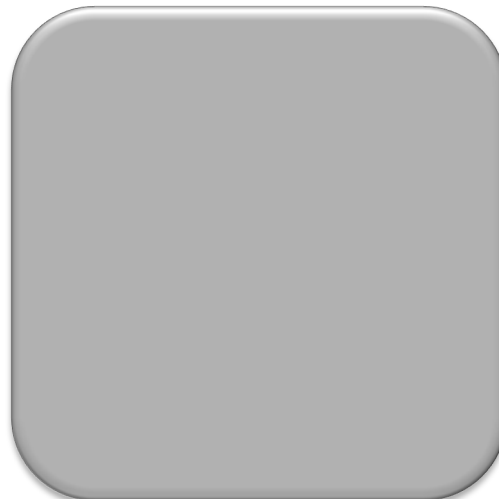
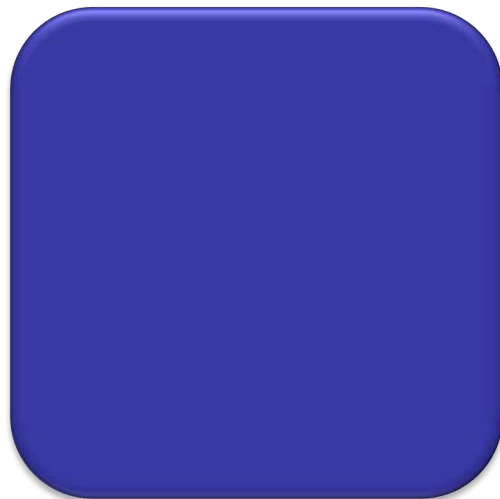


Helst ikke.





Moderne individorienterede





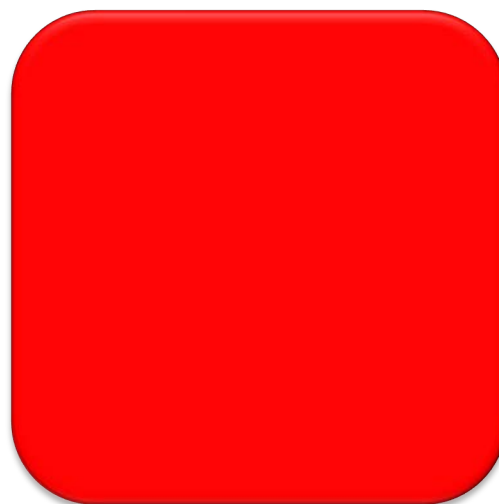
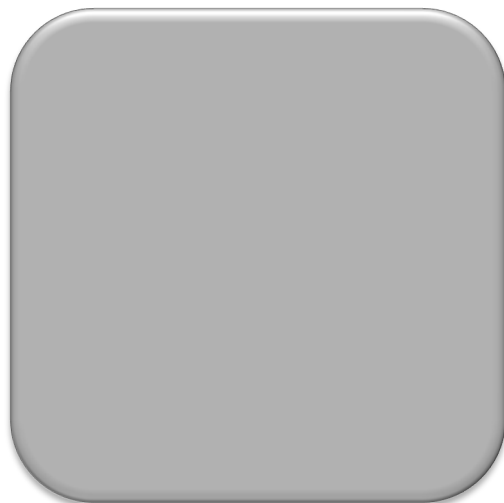
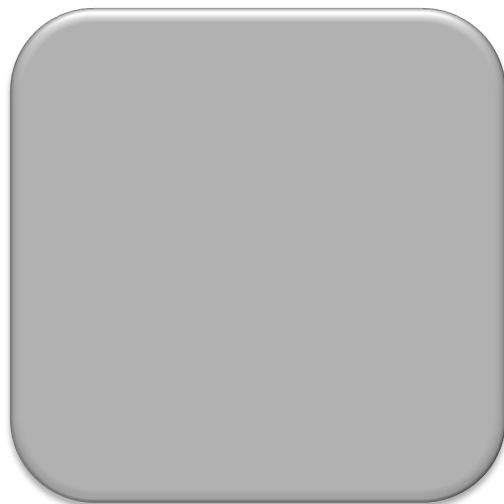
Bil?

Ja, tak, jeg har
succes

Helst ikke



Traditionel fællesskabsorienterede





Bil?

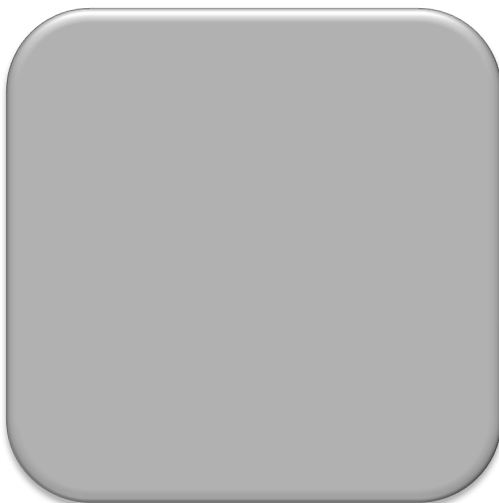
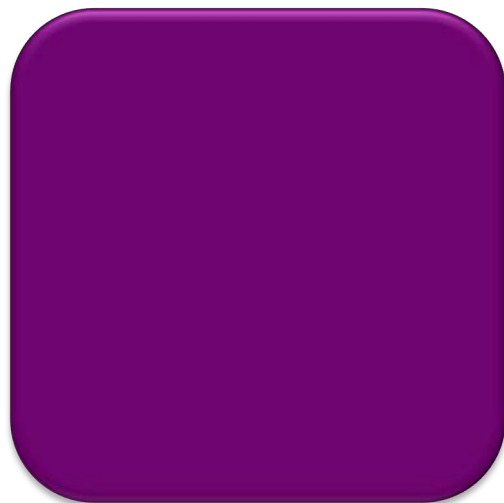
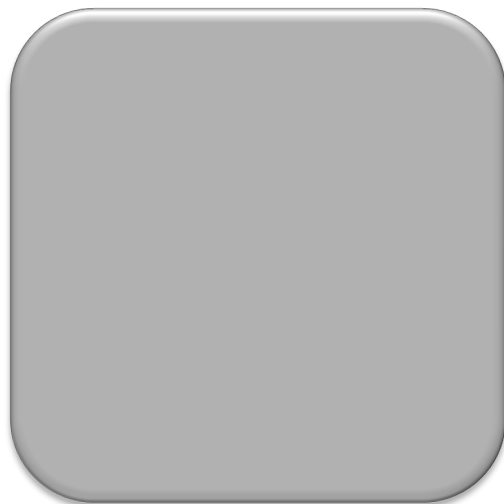
Ja, tak, jeg har
succes

Helst ikke

Ikke prale



Traditionel individorienterede





Bil?

Ja, tak, jeg har
succes

Helst ikke

Brugt med
mere af alt

Ikke prale



Eller kort sagt

STIL



SAMVITTIGHED

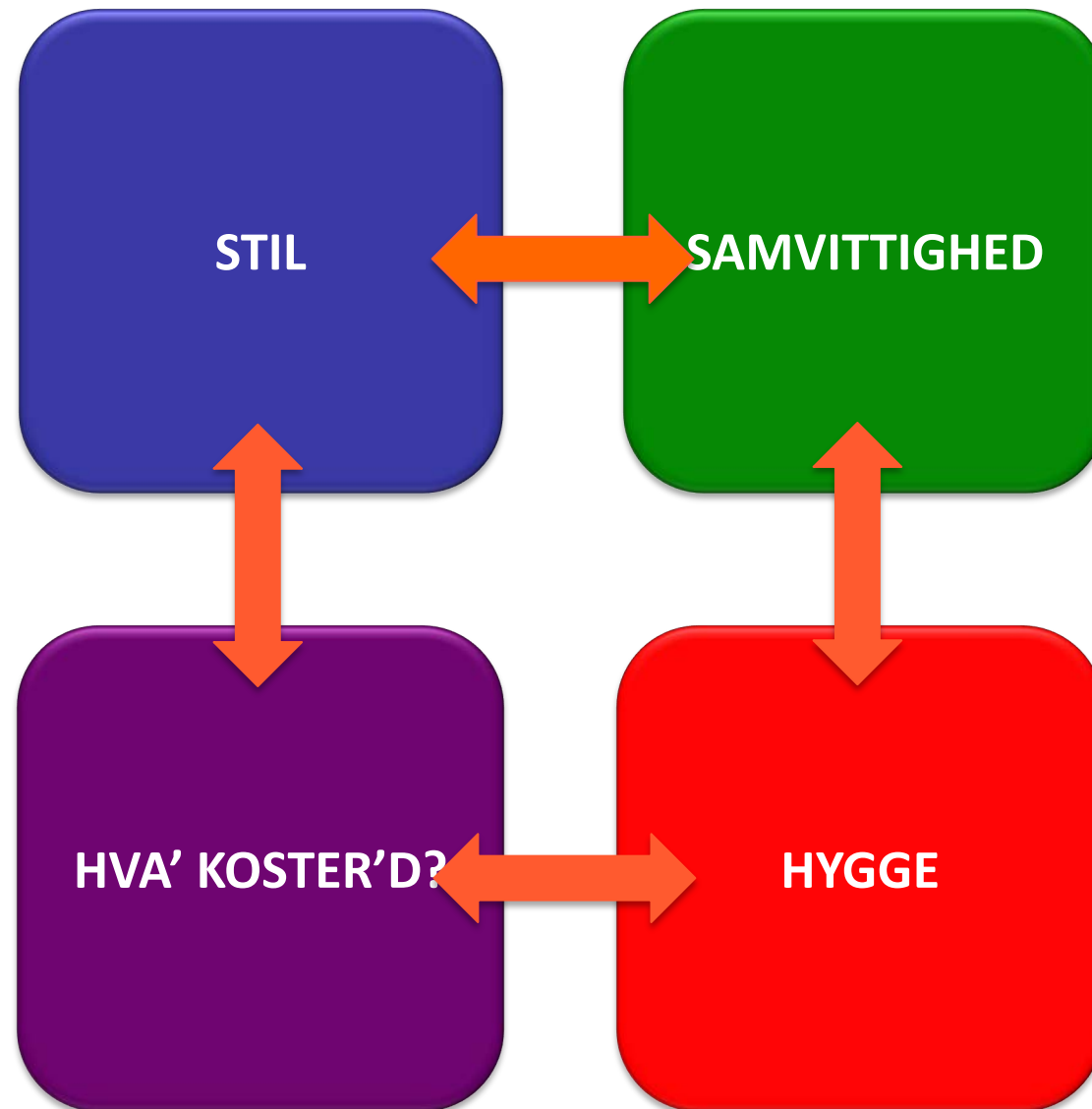


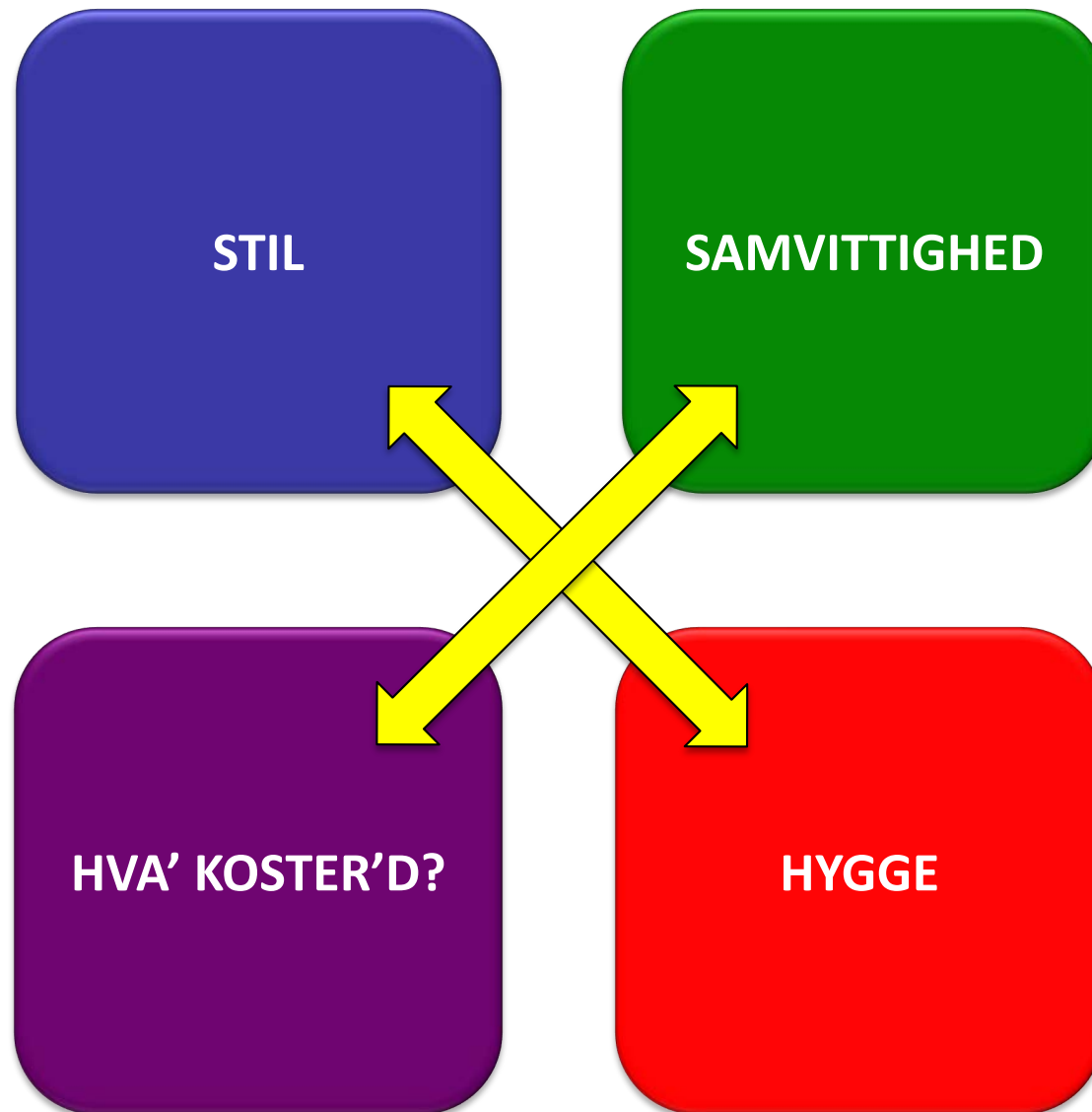
HVA' KOSTER'D?



HYGGE







Borgen



Golf?

Markedsandele

Det moderne liv

4%

Det traditionelle liv

2%

Fordeling

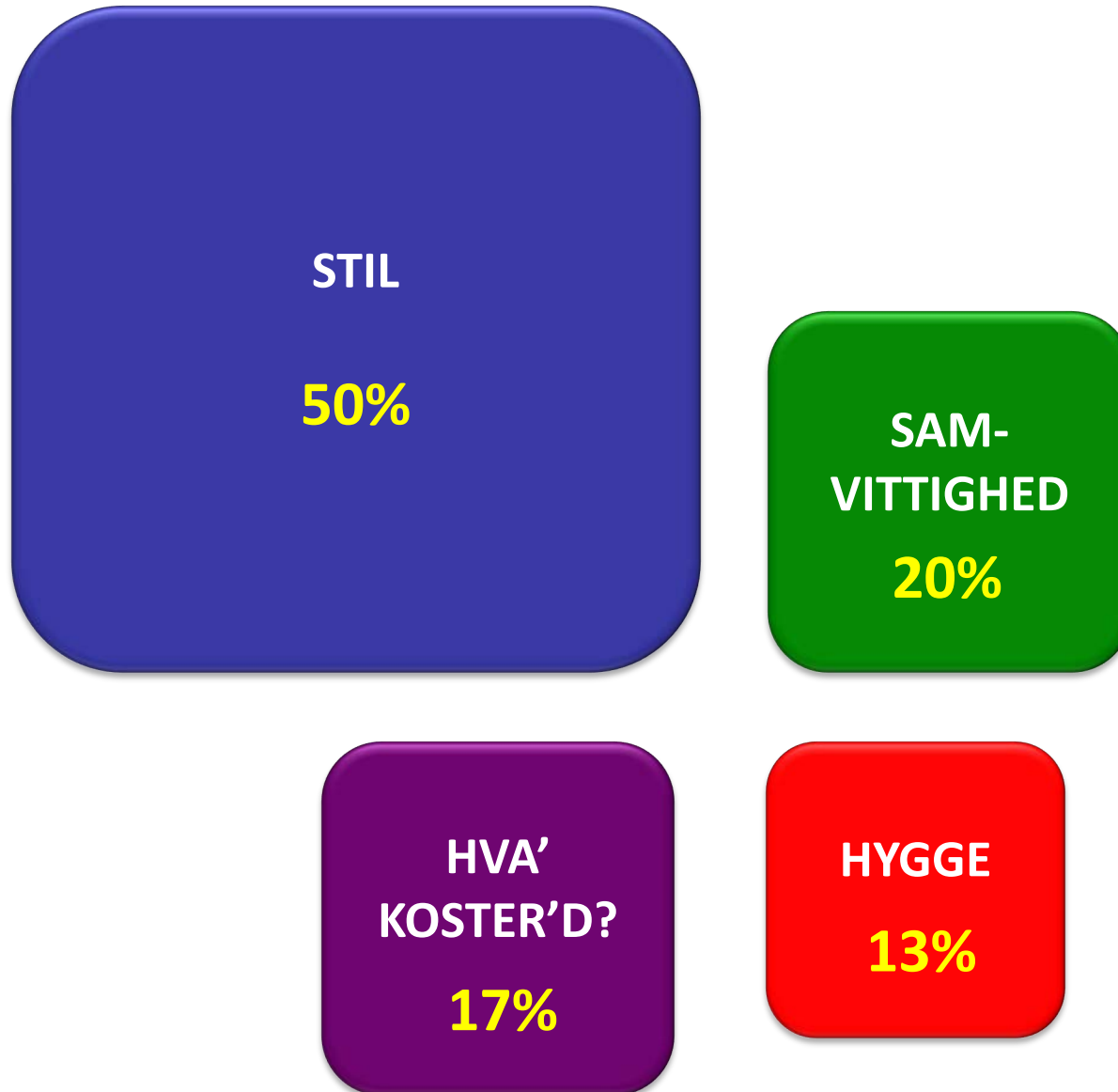
Det moderne liv

70%

Det traditionelle liv

30%

Fordeling



Fordeling

STIL

50%



SAM-
VITTIGHED

20%

HVA'
KOSTER'D?

17%

HYGGE

13%

Markedsandele

STIL

5,5%

SAMVITTIGHED

2,4%

HVA' KOSTER'D?

2,2%

HYGGE

2,0%

Bane>Klubliv

STIL

5,5%

SAMVITTIGHED

2,4%

HVA' KOSTER'D?

2,2%

HYGGE

2,0%

Klubliv>Bane
(90% spiller 1 gang eller
mere pr uge!)

Bane>Klubliv

STIL

5,5%

SAMVITTIGHED

2,4%

**Bane = Natur
+ Gåtur?**

Bane = Pris

HVA' KOSTER'D?

2,2%

HYGGE

2,0%

Klubliv>Bane

**Er der sket noget de
sidste 8-10 år?**

Nej

3,1%

Andel ”spiller golf” 2009 og 2017

STIL

2009	2017
5,5%	5,5%

SAMVITTIGHED

2009	2017
2,2%	2,4%

Andel "spiller golf" 2009 og 2017

STIL

2009	2017
5,5%	5,5%

SAMVITTIGHED

2009	2017
2,2%	2,4%

HVA' KOSTER'D?

2009	2017
0,3%	2,2%

HYGGE

2009	2017
4,1%	2,0%

Andel "spiller golf" 2009 og 2017

STIL

2009	2017
5,5%	5,5%

SAMVITTIGHED

2009	2017
2,2%	2,4%

HVA' KOSTER'D?

2009	2017
0,3%	2,2%

HYGGE

2009	2017
4,1%	2,0%

Nye, billigere
kontingent-
former?

Klubliv, nej,
tak?
Færre piger?

Er der sket noget de sidste 8-10 år?



+++



+++



+++

= Konkurrence

(Tid, penge, udbytte)

**Forestil jer en løber, der tager
præcist de samme 15 km hver
gang, år ud og år ind!**

**Eller en cykelmotionist, der
altid kører de samme 50 km
søndag efter søndag!**

Flere baner for samme kontingent?
Nye former for klubliv?
Golf kræver god kondition!
Kombination af golf og løb/cykling/fitness?

Golf gavner dit helbred



En golfrunde svarer
til over 11.000 skridt



Golfporten reducerer
risikoen for at få
type-2-diabetes



Golfspillere lægger år
til deres liv



Golfporten er med til
at holde dit hjerte sundt

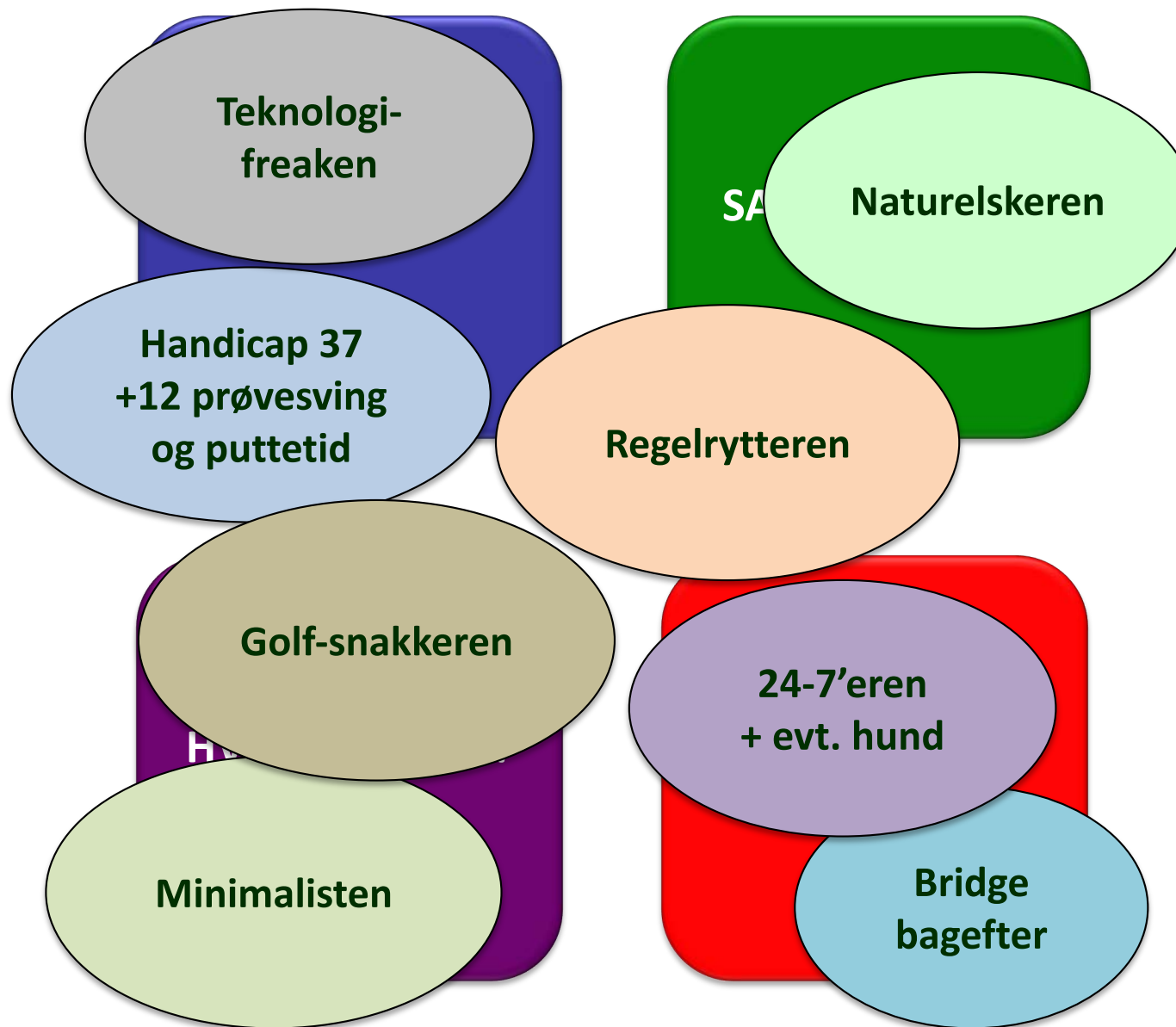


Du forbrænder 1400
kalorier på en golfrunde



Golfporten holder dig
aktiv længere

Nogle arketyper derude



**Enhver ved, hvordan
en golfspiller ser ud.
Eller...?**



Tak