



Golf in Iceland



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Agenda

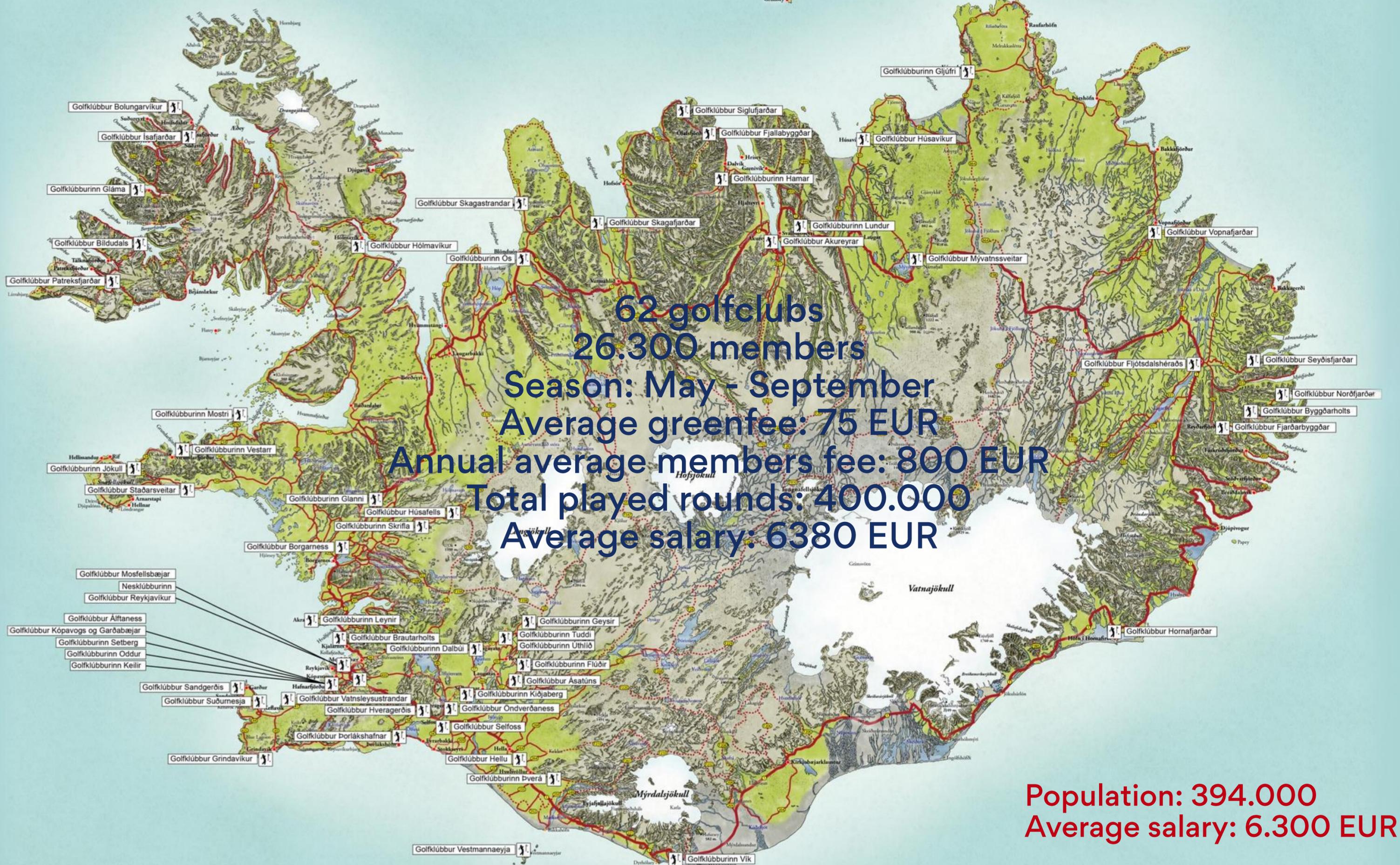
1. The Golf Union Of Iceland
2. Golf In Iceland
3. Growing the game

Golf Union of Iceland

Founded in 1942 Established to support and grow the sport of golf in Iceland.



- 7 Employees
- 11 board members
- 62 member golfclubs
- Based at the house of sports in Reykjavik



62 golfclubs
 26.300 members
 Season: May - September
 Average greenfee: 75 EUR
 Annual average members fee: 800 EUR
 Total played rounds: 400.000
 Average salary: 6380 EUR

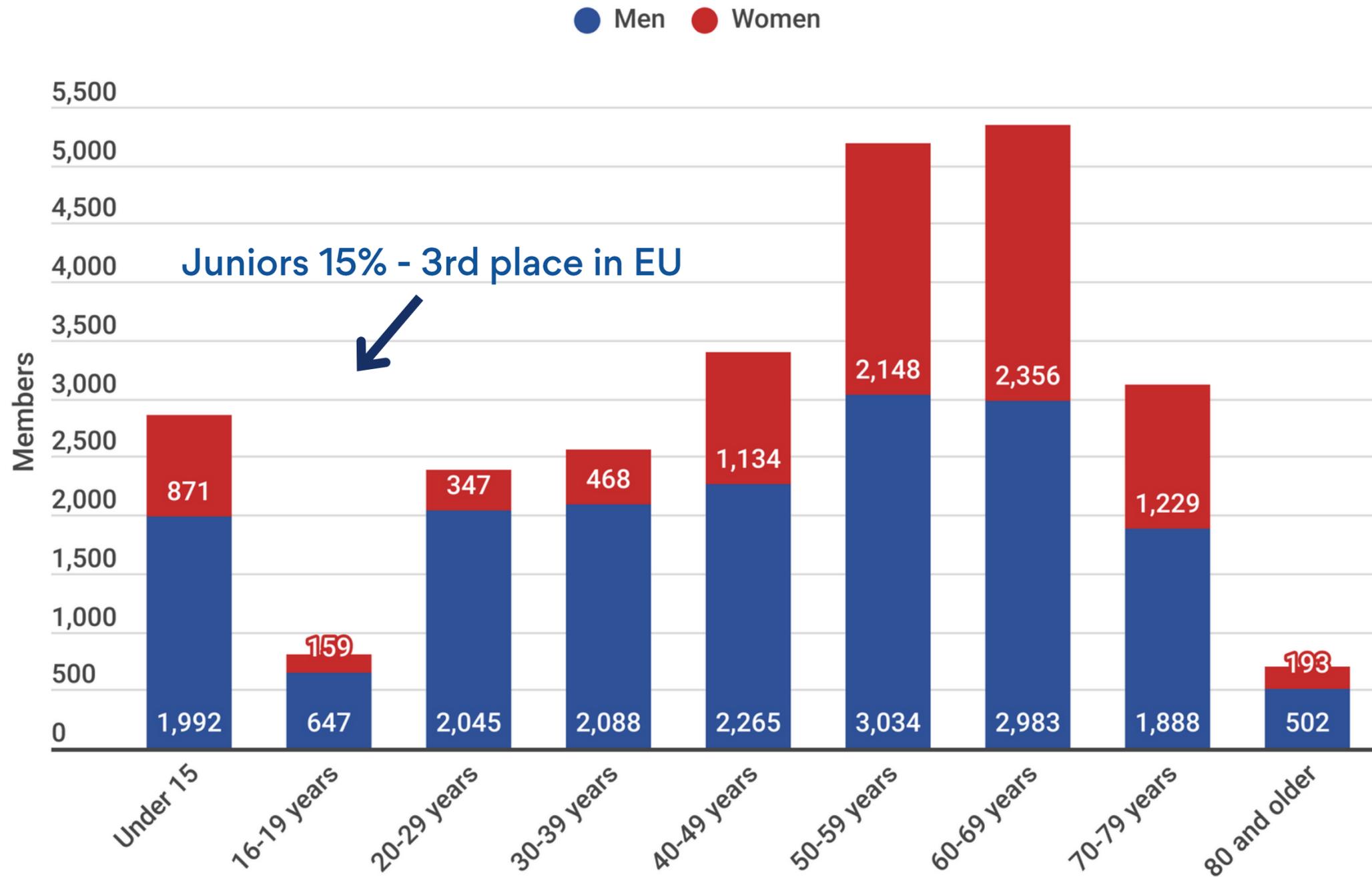
Population: 394.000
 Average salary: 6.300 EUR

- Golfklúbbur Mosfellsbæjar
- Nesklúbburinn
- Golfklúbbur Reykjavíkur
- Golfklúbbur Álfanes
- Golfklúbbur Kópavogs og Garðabæjar
- Golfklúbburinn Setberg
- Golfklúbburinn Oddur
- Golfklúbburinn Keilir

- Golfklúbbur Sandgerðis
- Golfklúbbur Suðurnesja
- Golfklúbbur Vatnsleysustrandar
- Golfklúbbur Hveragerðis
- Golfklúbbur Þorlákshafnar
- Golfklúbbur Grindavíkur
- Golfklúbburinn Leynir
- Golfklúbbur Brautarholts
- Golfklúbburinn Dalbúi
- Golfklúbburinn Flúðir
- Golfklúbburinn Ásatúns
- Golfklúbburinn Klöjberg
- Golfklúbburinn Óndverðaness
- Golfklúbbur Selfoss
- Golfklúbbur Helli
- Golfklúbburinn Þverá

- Golfklúbbur Vestmannaeyja
- Golfklúbburinn Vík

Golfers in Iceland 2024, by age group



Women



34%
are women



53 years
average age



38.5
average HCP

Men



66%
are men

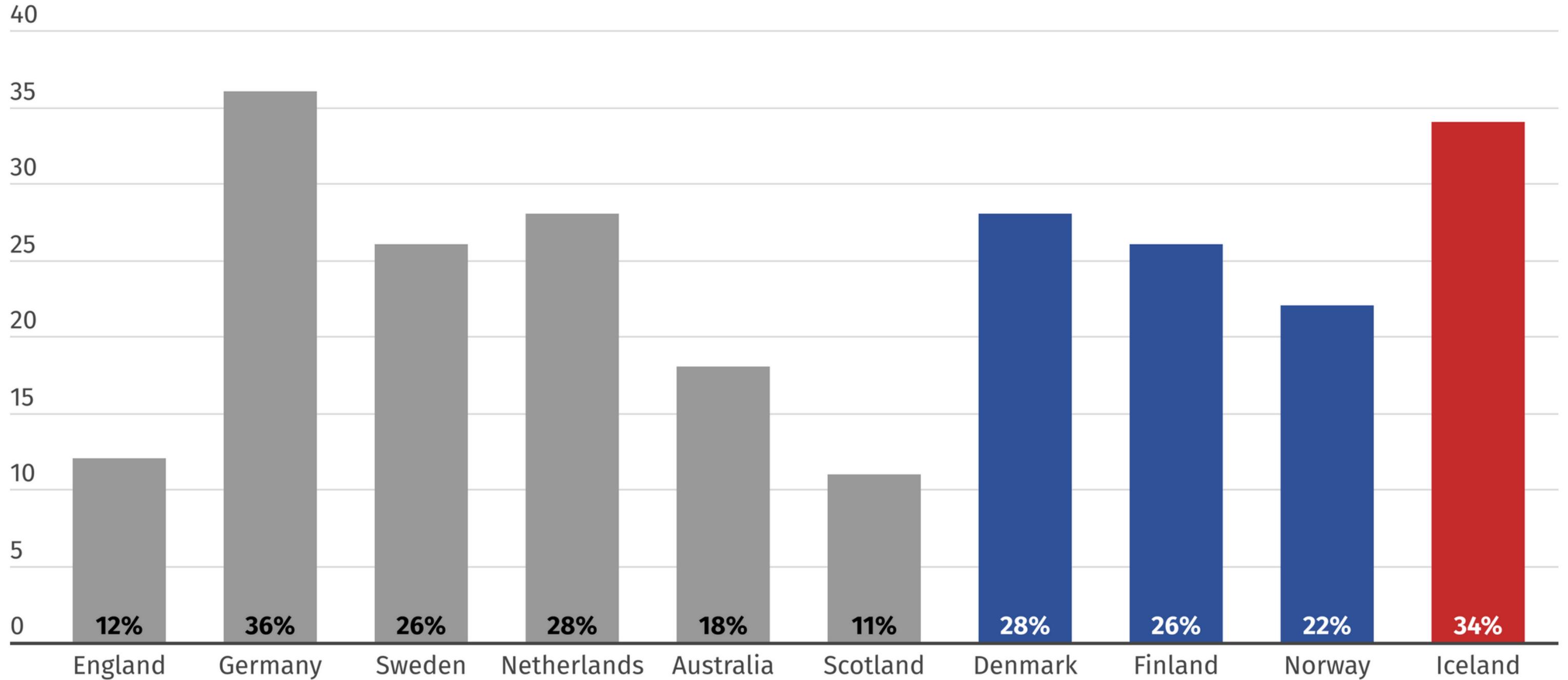


47 years
average age

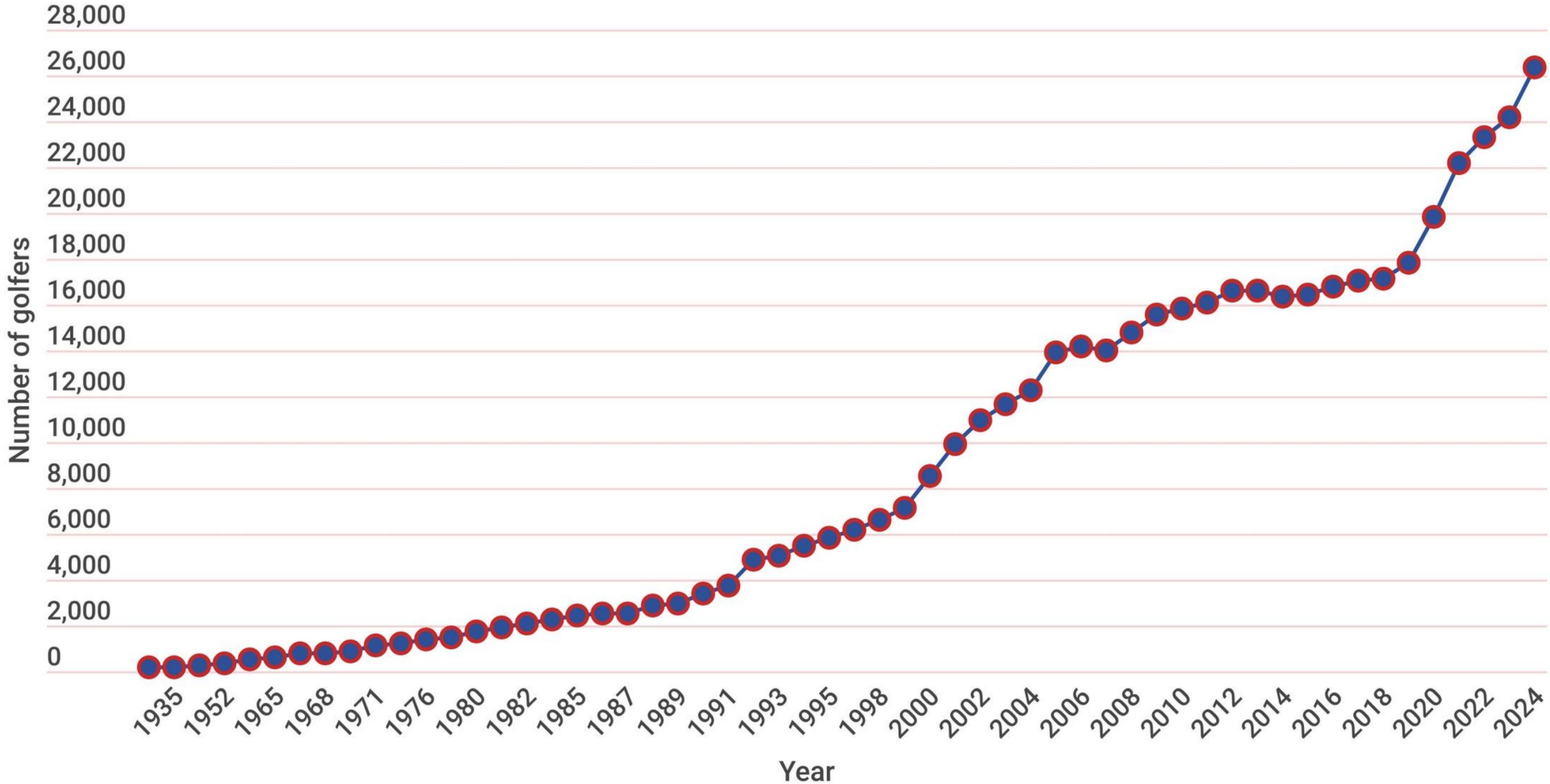


28.6
average HCP

Women in golf

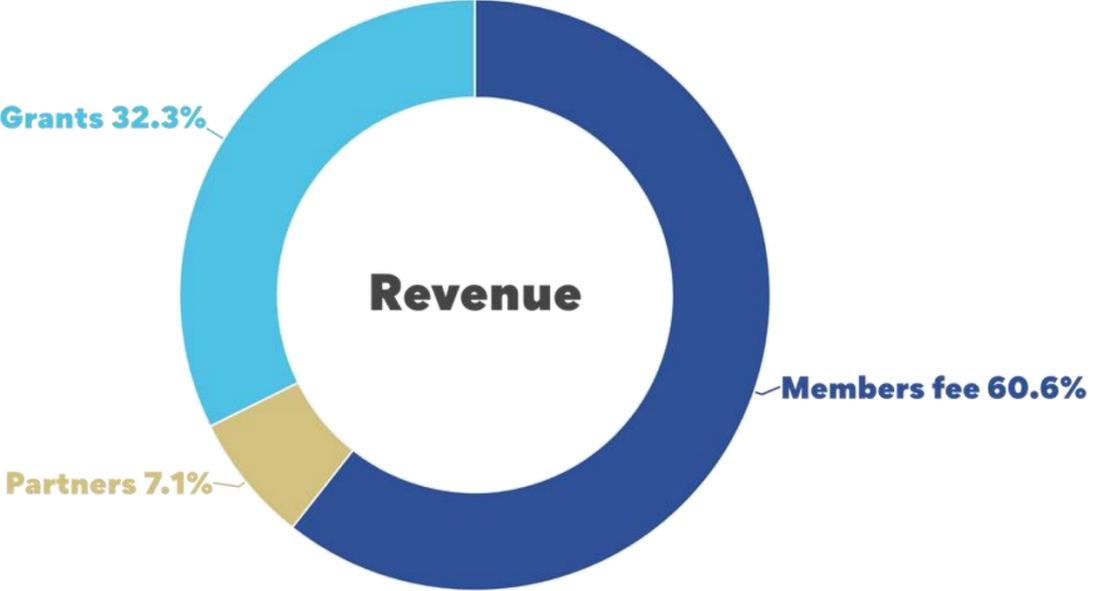


Number of golfers from 1932 to 2024



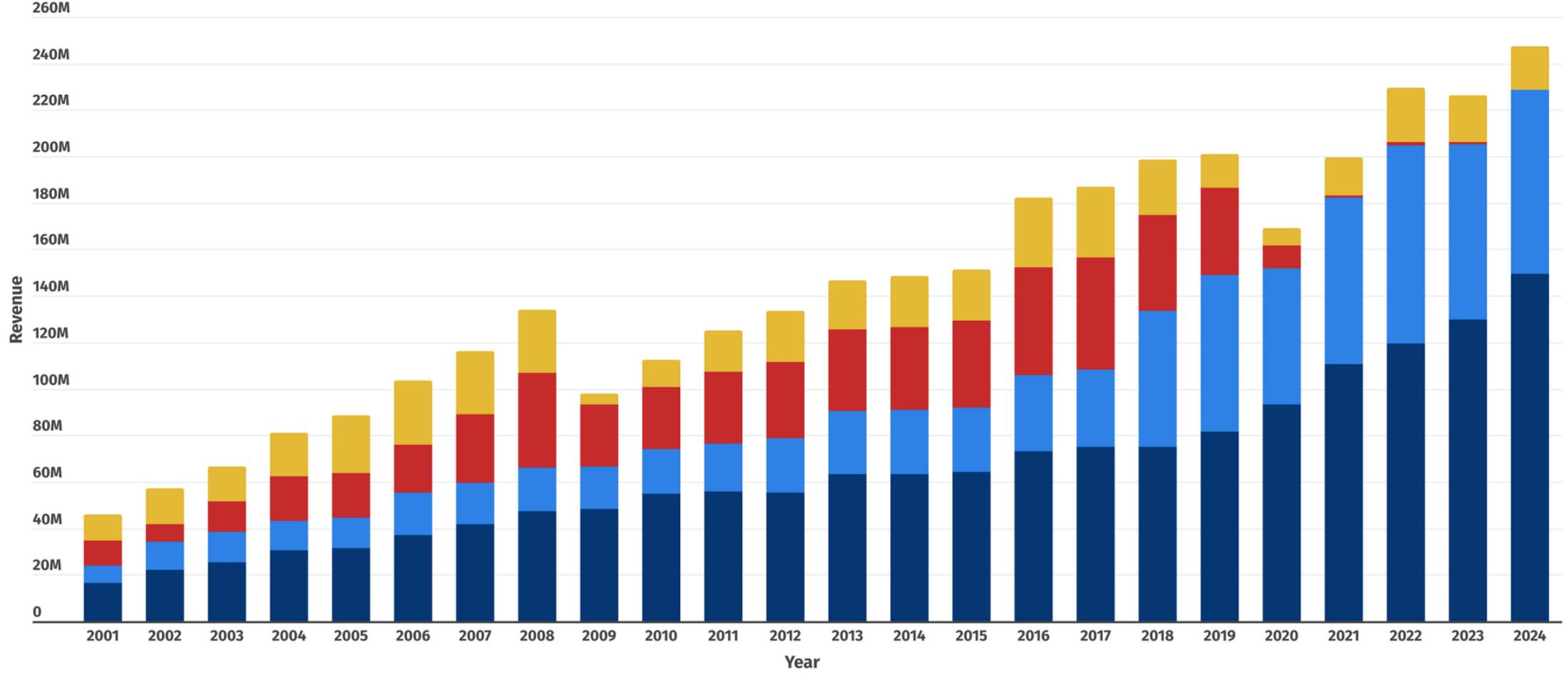
Revenue Model

- Members aged 16 and over pay 44 EUR to the GUI
- Grants from the R&A and the Icelandic government
- Partners pay each 44,000 EUR annually



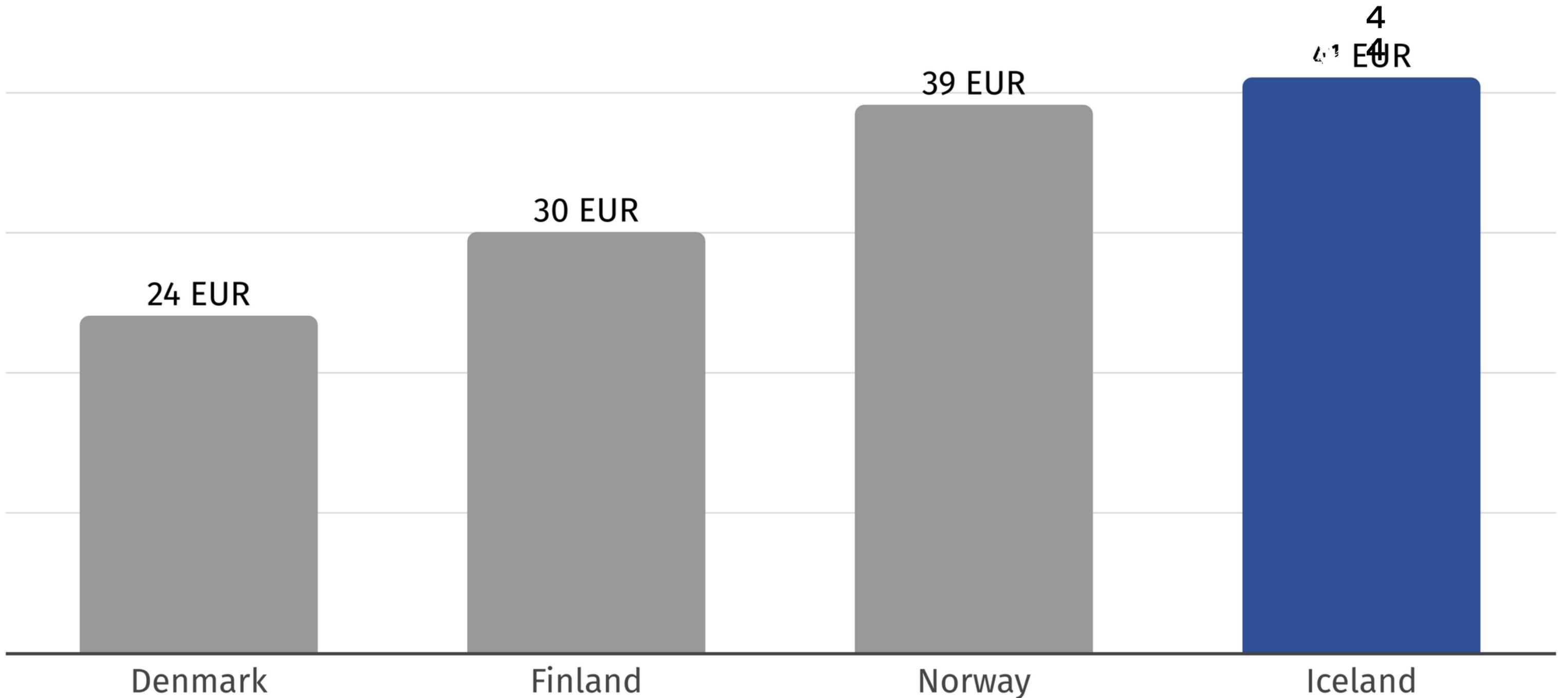
Revenue Streams

■ Memerships ■ Grants ■ Publication ■ Partners

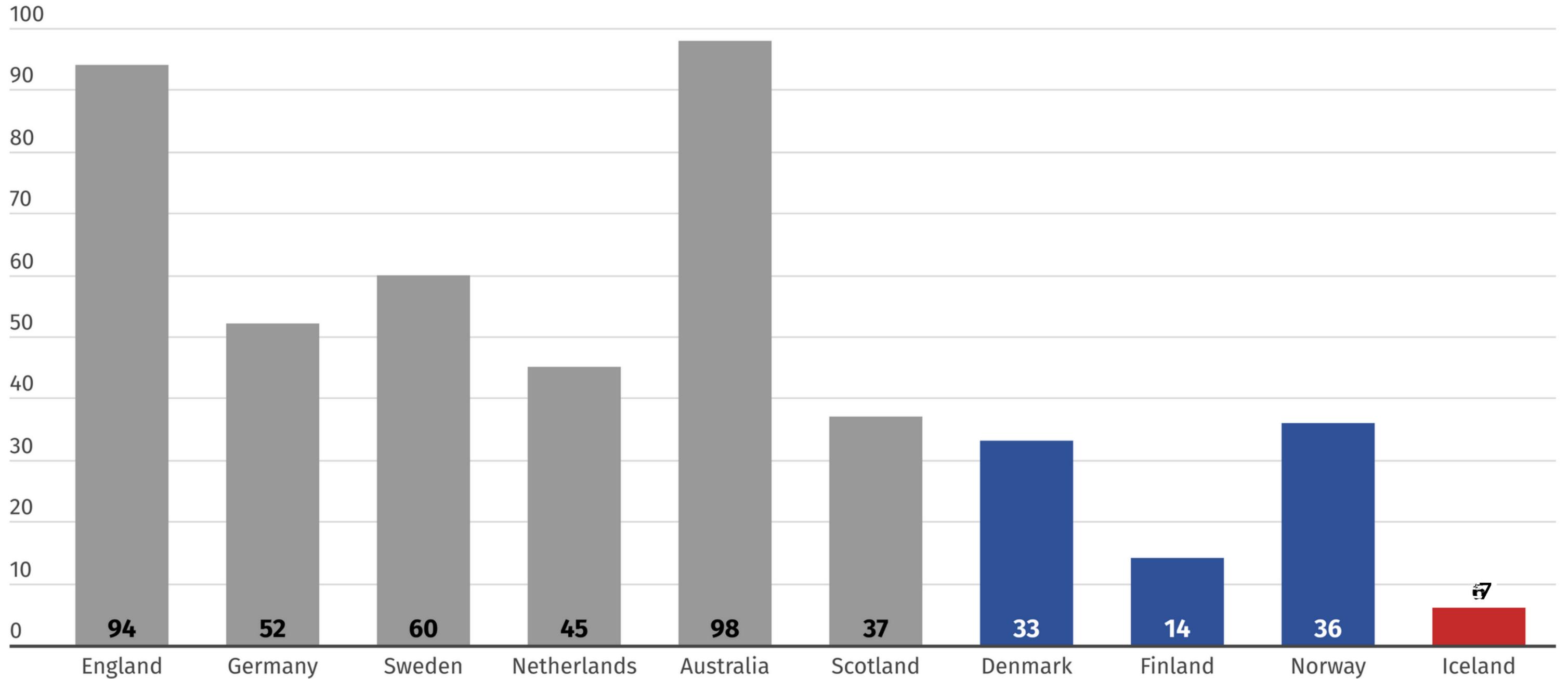


Budget 1.7 million EUR

Membership fees of golf federations in the Nordic countries



Full-time employees in golf unions



The GUI Team

May 2025 we will hire a marketing specialist



General Manager



Sustainability & prevention



Sport Manager



Tournament Director / Media



Golf Iceland



Tournament



IT / Media

Strategy GUI 2020-2027

Mandatory activities

- Law and government structure
- Communication with National sports associations
- Golf Referee's
- International relations
- Handicap
- Icelandic Championship
- National team project
- The spread of the sport of golf
- Golf course rating

Other activities

- Other tournaments
- Education
- Public health
- sustainability
- Information system (IT)
- Publishing issues (Media)
- Other Elite Issues
- Other foreign relations

Finance and management

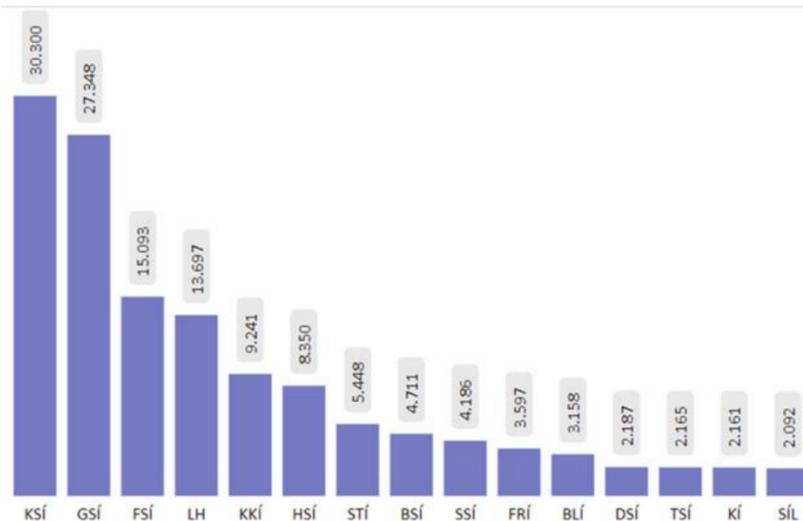
SKYLDUSTARFSEMI		
LÖG OG STJÓRNSKIPAN	ERLEND SAMSKIPTI	LANDSLÍÐS-VERKEFNI
SAMSKIPTI INNAN ÍSÍ	FORGJÖF	ÚTBREIÐSLA GOLFÍPRÓTTAR-INNAR
DÓMARAR	ÍSLANDSMÓT	VALLARMAT

ÖNNUR STARFSEMI		
ANNAÐ MÓTAHALD	UMHVERFISMÁL	ÖNNUR AFREKSMÁL
FRÆÐSLA	UPPLÝSINGA-KERFI	ÖNNUR ERLEND SAMSKIPTI
LÝÐHEILSA	ÚTGÁFA	

FJÁRMÁL OG FRAMKVÆMDASTJÓRN

Popular Sports in Iceland

- Soccer
- Golf
- Gymnastik
- Equestrian sports
- Basketball
- Handball



Main Sponsors

GSÍ fjölskyldan = Golf Union family

Consists of six sponsors who all get equal exposure on our platforms, social media, web page, national championships and in the live broadcast from the Icelandic Championship



GUI works closely with

- Icelandic Sports and Olympic Federation
- PGA of Iceland
- Golf Union Of Disabled Golfers (G4D)
- Union Of Seniors Golfers (Age 50+)
- Greenkeepers Assosiation Of Iceland



Main focus GUI

- National Team players (AM)
- Professionals
- Tournaments Domestic (Icelandic Championships and Tour)

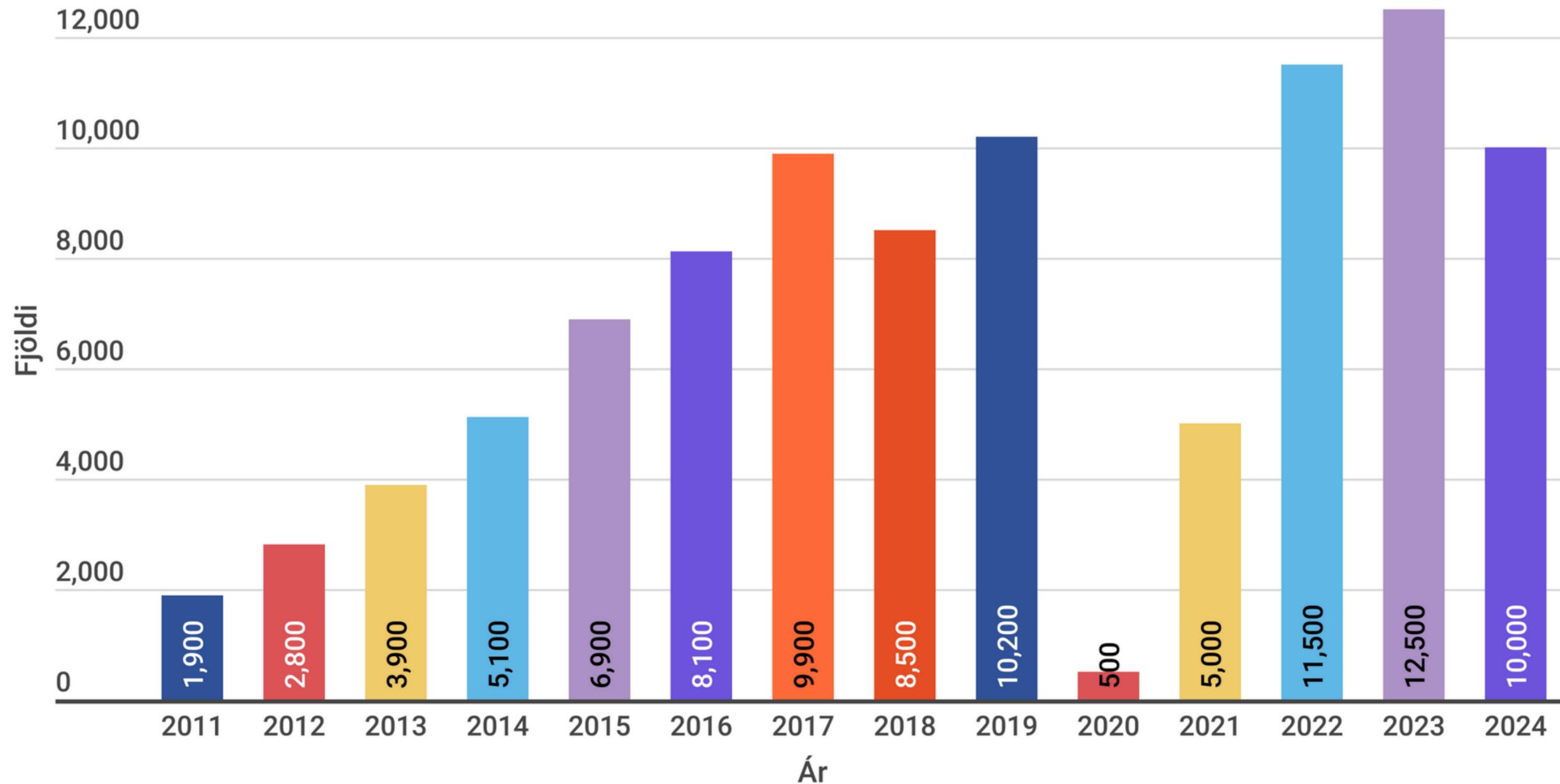


Golf in Iceland

Icelandic weather is highly unpredictable and can change quickly. Winters are cold but not extreme (around 0°C), with short days and snowfall. Summers are cool (10-15°C) with long daylight hours and the midnight sun. Rain and wind are common, and the weather varies widely depending on location, with coastal areas being wetter and more exposed to storms. Layers and flexibility are key when visiting!



Number of golf rounds played by foreign golfers in Iceland



Golf In Iceland - DNA



Golf In Iceland - DNA



National Teams Iceland (Am)



Budget 515.000 EUR

Golf Government Support 240.000 EUR

Total Government Sports Support
12.300.000 M/EUR

Municipalities in Iceland support sports by providing grants, building sports facilities and subsidizing training fees.

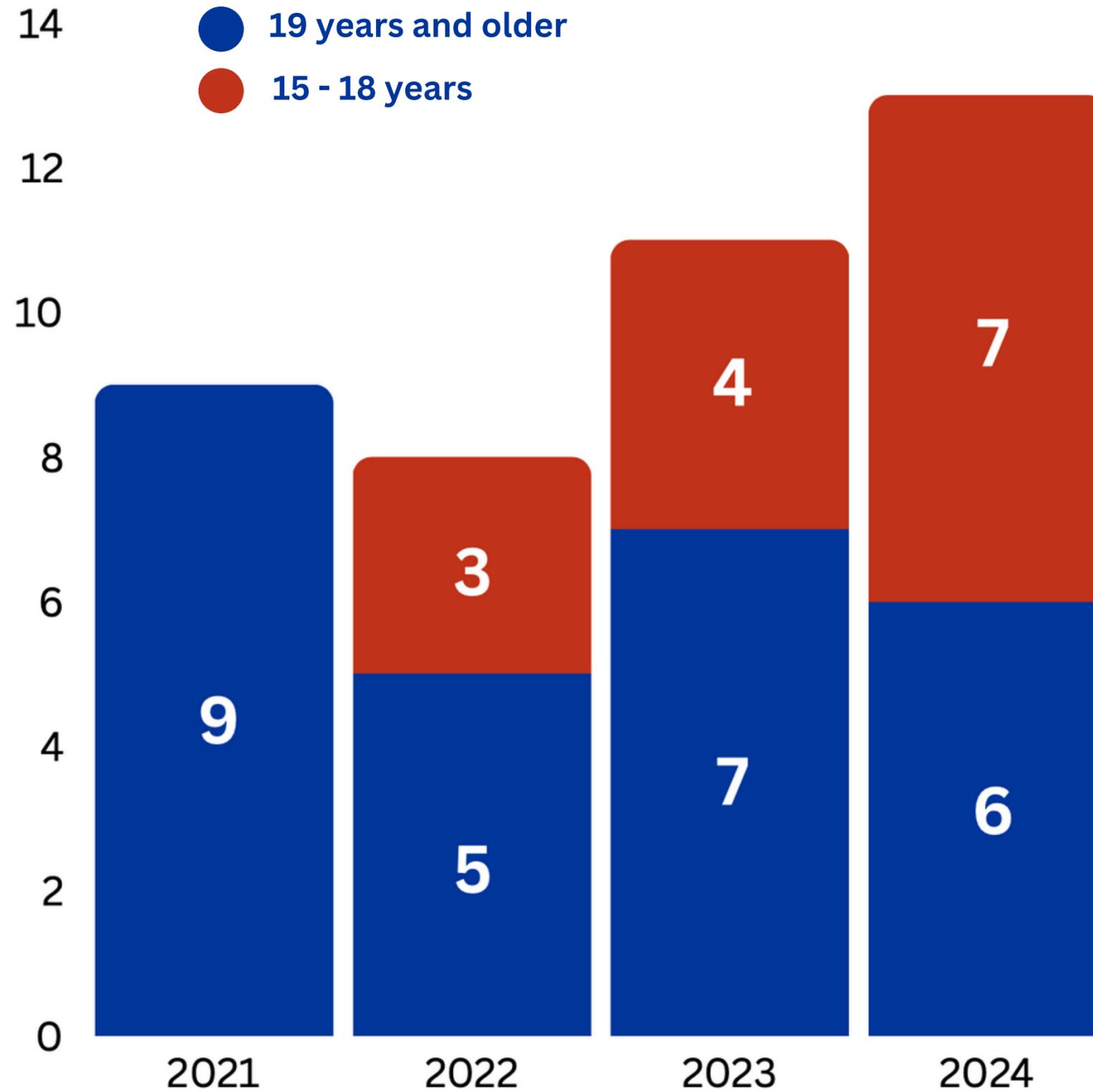
How?

- ✓ Financial grants for sports clubs and children in sports (leisure grants).
 - ✓ Sports facilities such as gyms, swimming pools and football pitches.
- ✓ Free or low-cost use of sports facilities for clubs.
 - ✓ Special projects for the disabled, senior citizens and those who need an exercise voucher.

This helps to promote exercise, improve health and support competitive sports!



Icelandic golfers among the top 1000 on the World Amateur Golf Ranking





WORLD
AMATEUR
GOLF
RANKING™



96	Gunnlaugur Arni Sveinsson	LSU
491	Veigar Heidarsson	ETSU
661	Aron Emil Gunnarsson	-
725	Logi Sigurdsson	-
857	Markus Marelsson	2026
898	Gudjon Frans Halldorsson	2026
985	Kristjan Einarsson	-

169	Hulda Clara Gestsdottir	Denver
492	Audur Bergrun Snorraddottir	2026
509	Perla Sol Sigurbrandsdottir	LSU
547	Bryndis Eva Agustsdottir	2028
613	Eva Kristinsdottir	Iowa
984	Pamela Osk Hjaltadottir	2027

National Team - GUI program

- Monthly 1x6 hours team training Reykjavik
- Training Camp La Manga, Spain January 10 days (cooperation agreement)





Icelandic Journey



28 years and older

- Participation on the world strongest international tours
- Olympic Games



24 - 27 years

- Professional golf - Forskot
- Participation on international professional tours



19 - 23 years

- College golf
- Participation in the strongest amateur events in the world
- WC/EC men and women
- Preparation for professional golf



15 - 18 years

- Specialization
- Great support - National Squad
- Many domestic tournaments
- International experience
- WC/EC boys and girls
- Preparation for college golf



14 and younger

- Emphasis on basics
- Emphasis on the many
- Positive experience
- Introduction to competition



Professional
Amateur



Collage players - USA





Emil Nielsen
Santa Clara University

Berglind Erla Baldursdóttir
Fresno State University

Hulda Clara Gestsdóttir
Denver University

Anna Karen Hjartardóttir
South Dakota State University

Tómas Hugi Ásgeirsson
Newman University

Kristín Sól Guðmundsdóttir
Rogers State University

Guðrún Jóna Nolan Þorsteinsdóttir
University of Central Arkansas

Gunnlaugur Árni Sveinsson
LSU

Perla Sól Sigurbrandsdóttir
LSU

Dagbjartur Sigurbrandsson
Missouri University

Jóhanna Lea Lúðvíksdóttir
Northern Illinois University

Veigar Heiðarsson
ETSU

Sara Kristinsdóttir
Troy University

Lóa Dista Jóhannsson
Embry-Riddle Aeronautical University

Katrín Hörn Davíðsdóttir
University of Akron

Elsa Maren Steinarsdóttir
University of North Alabama

Guðrún Birna Snæfellsdóttir
University of South Carolina Beaufort

Tómas Eiríksson Hjaltested
Jacksonville University

María Eir Guðjónsdóttir
Jacksonville University

Gunnhildur Hekla Gunnarsdóttir
Gannon University

Róbert Leó Arnórsson
Manhattan University

Andrea Ýr Ásmundsdóttir
Elon University

2

2

Professional players - Forskot

- 4-6 players
- Budget 165.000 EUR



"Elite Golfer Fund." It's a fund set up to support talented Icelandic golfers who are aiming to compete at high levels, such as in international tournaments or professional circuits. The purpose of the fund is to provide financial support for training, travel, and other expenses to help athletes reach their full potential.



Growing The Game?



Projects

Erasmus support - GOLF 4 CIRCULARITY



Projects

Benefits for the club (UK research findings)

- Increased Food & Beverage spend at GolfSixes League fixtures.
- Increase in club junior membership (30% in UK).
- Further coaching income potential for PGA Professionals through team practice sessions and individual lessons (70% of UK players take additional lessons).
- Better engagement with other local golf facilities.
- Improved junior offer for the young people in your club.

GolfSixes - League (Pilot trackman indoor)



R&A Projects



GolfDays - Rural golfclubs in Iceland

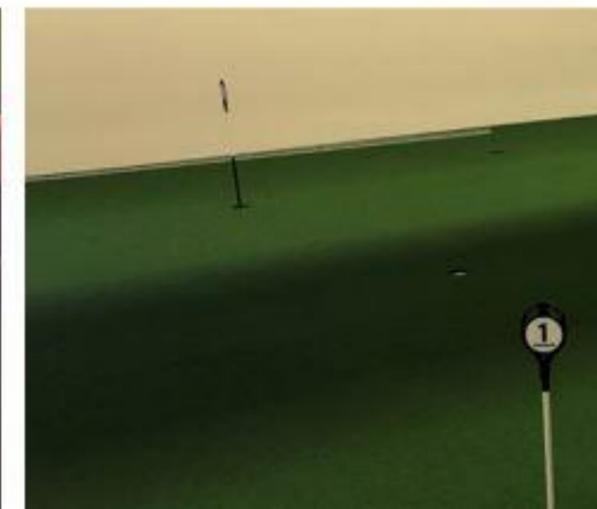
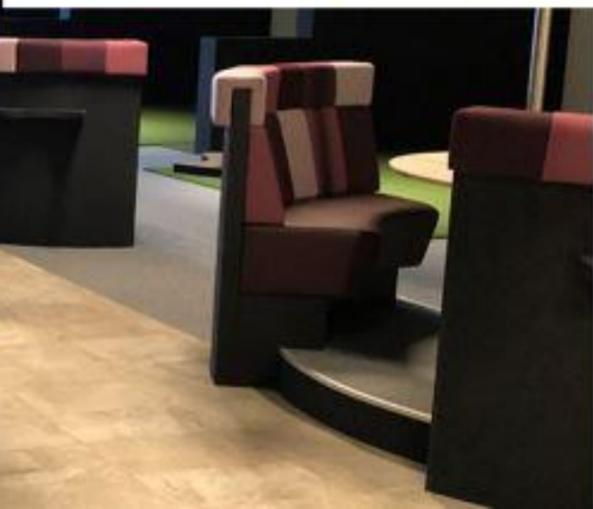
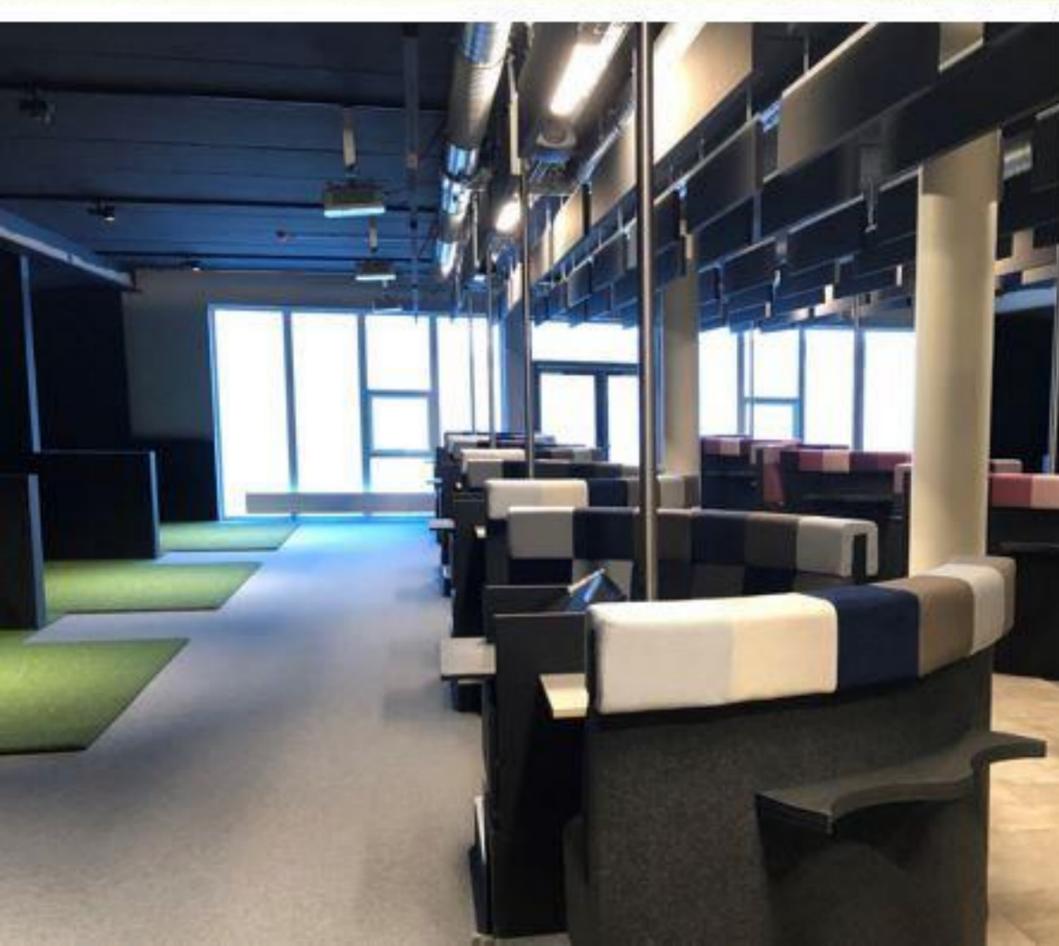
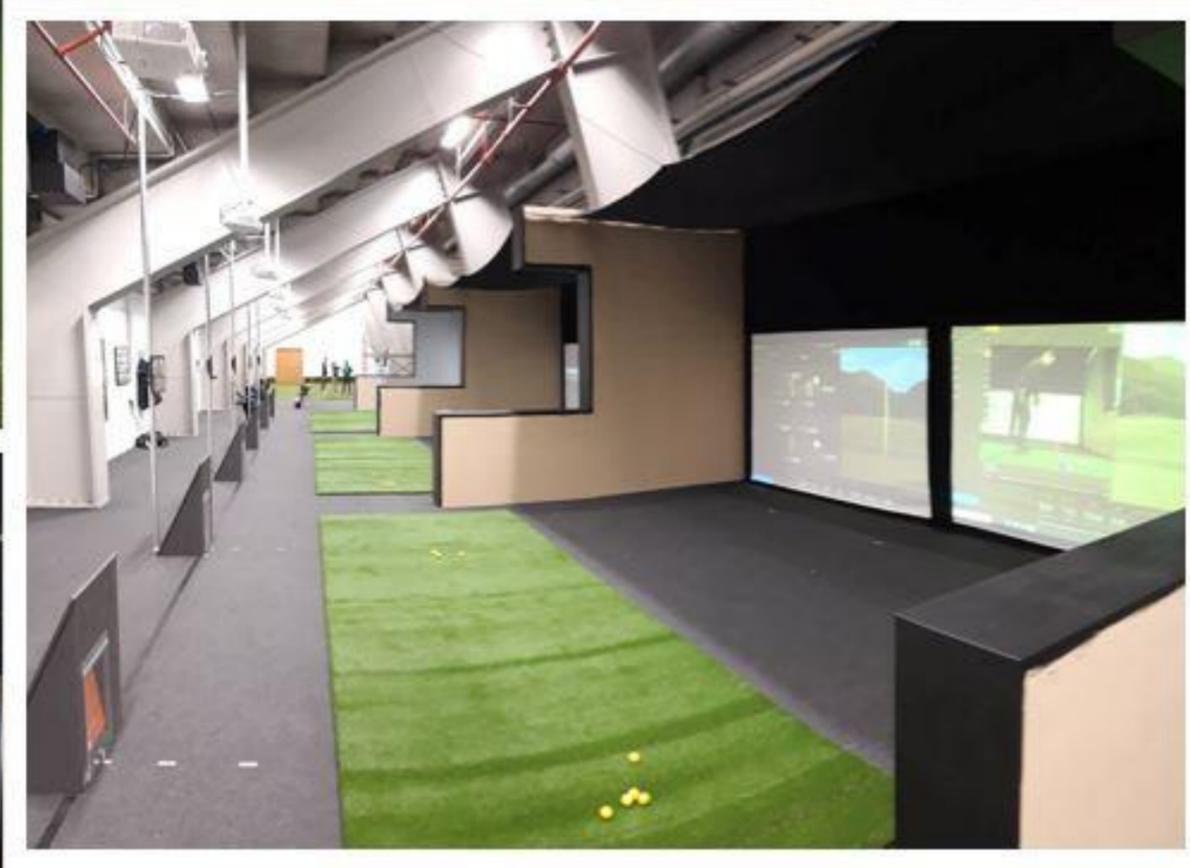
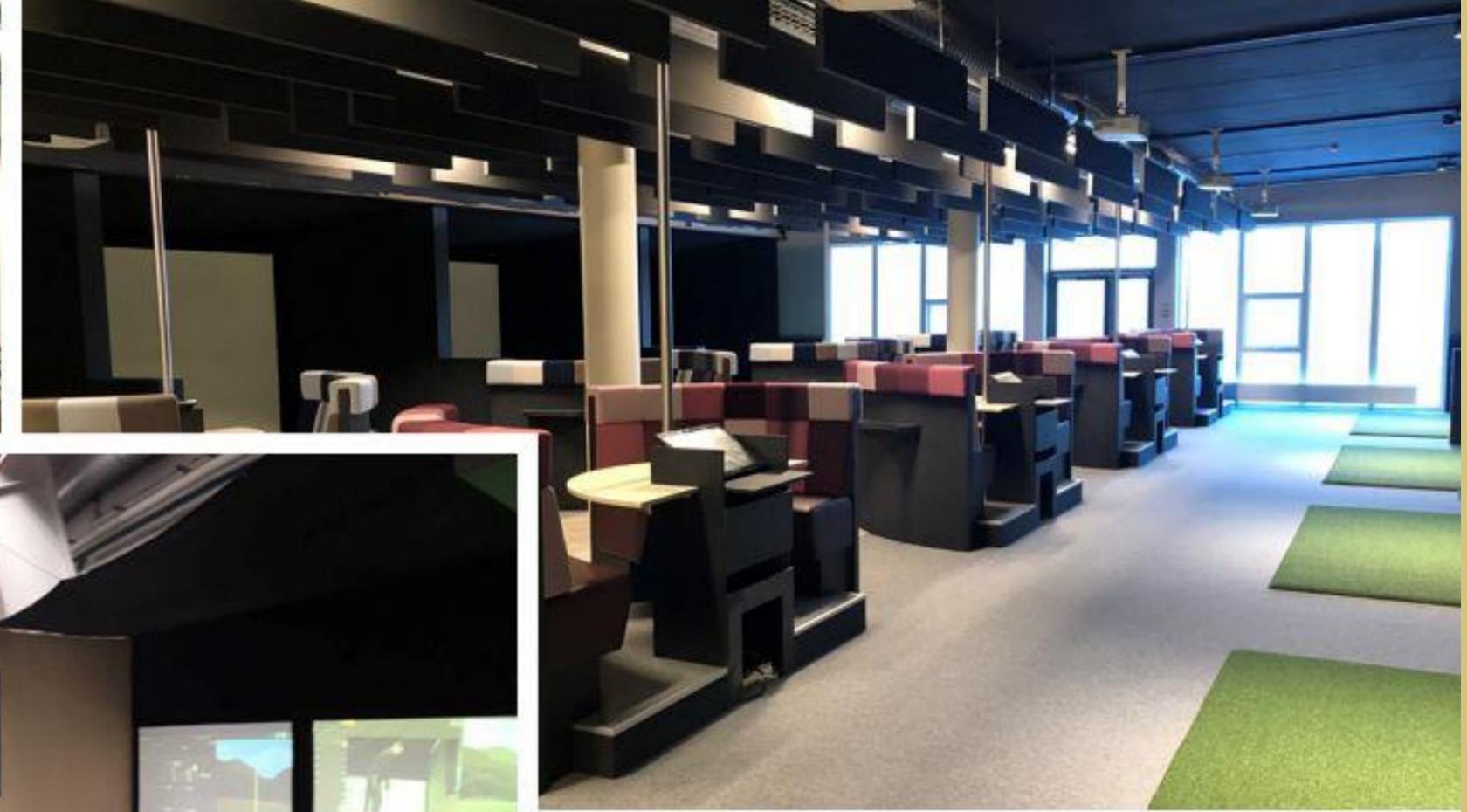


R&A Projects



Icelandic Championship Indoor Trackman simulator
Live TV broadcast.

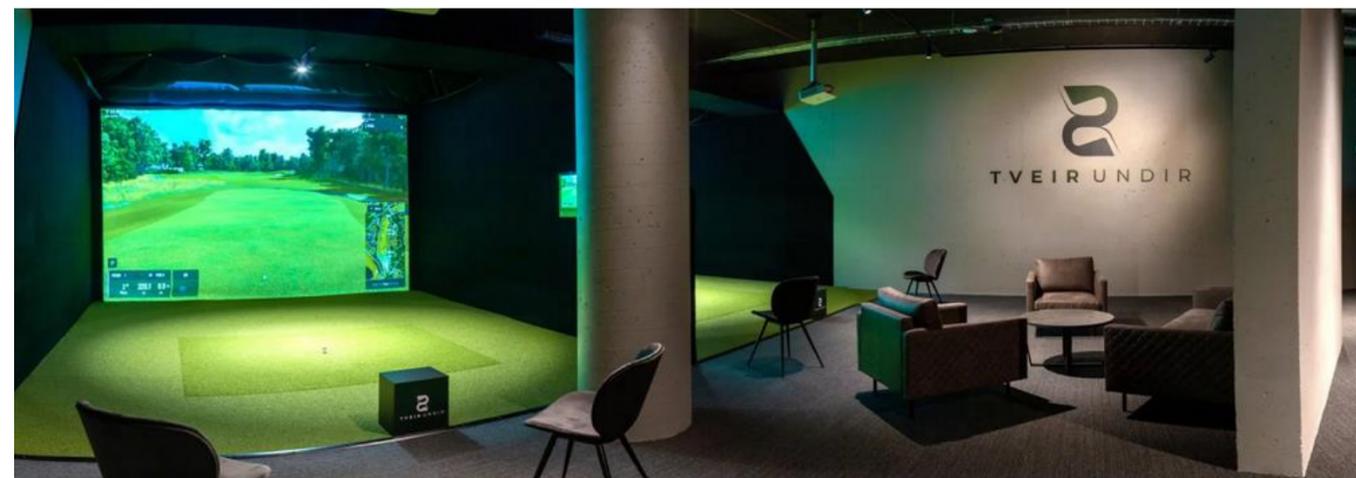




Indoor Facilities Private buisness

Average price per. hour 40 EUR - Trackman

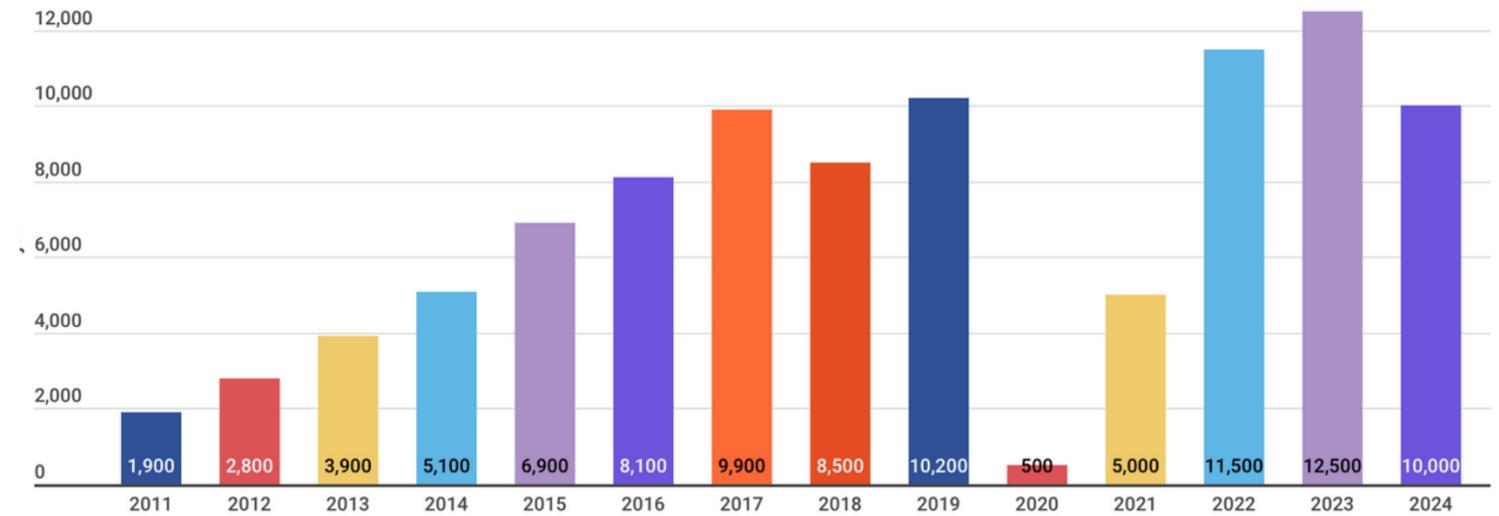
- About 60 official facilities around Iceland operated by private company's and golf clubs. Estimated 400 simulators.



Products

- Midnight golf
- Playing golf in rough conditions

• Rounds played by tourists



R&A Projects



**G4D - Domestic tournaments and training in golf clubs
EDGA (formerly the European Disabled Golf Association)**

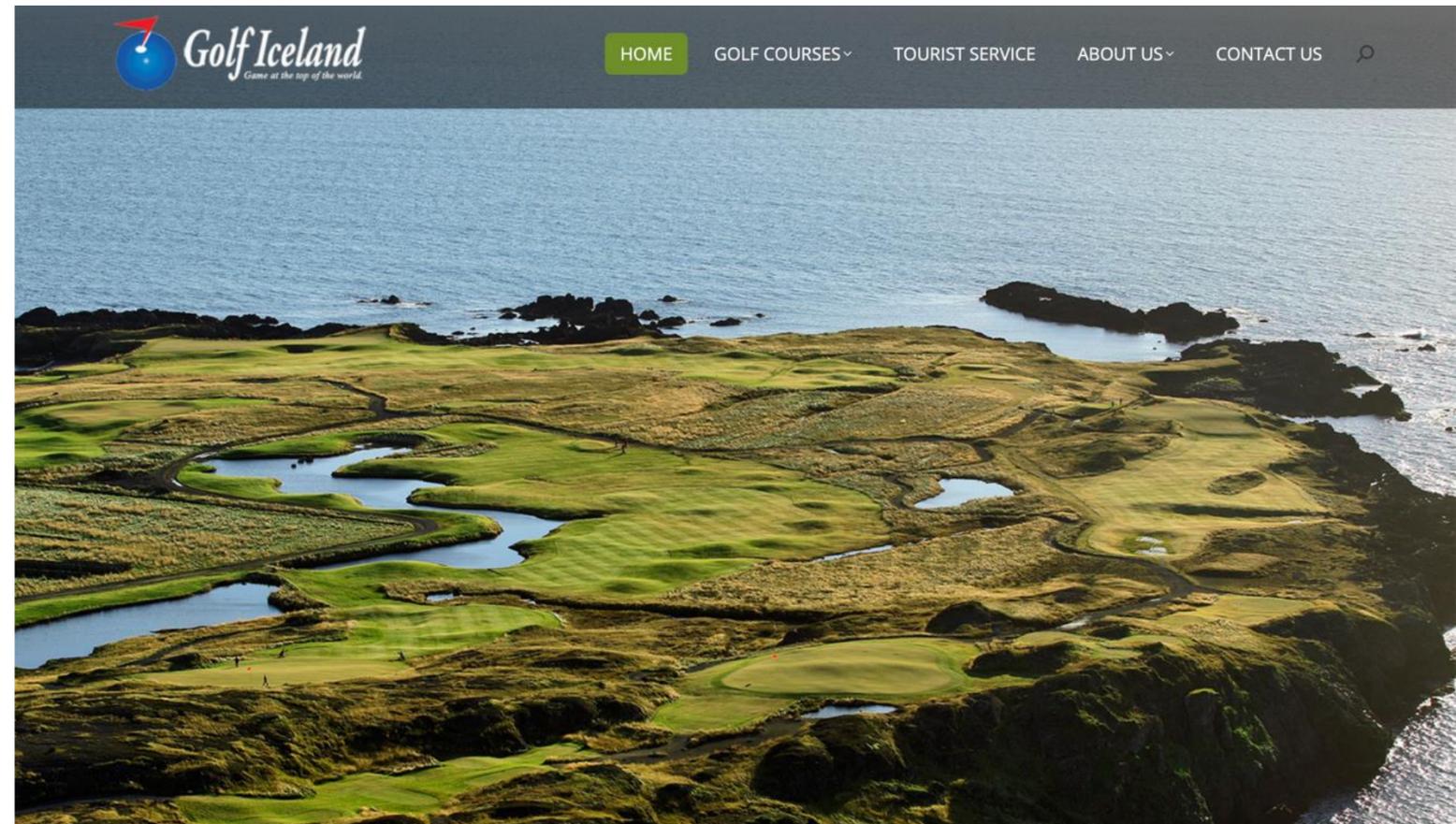




Projects

Golf Iceland is a trade association for golf and tourism. It was founded in spring 2008 by most of the 18 hole golf courses in Iceland, The Golf Union of Iceland, The Icelandic Tourist Board and several of the largest tourist operators in Iceland.

The task of Golf Iceland is to be a joint platform for marketing of golf and tourism for Iceland internationally.





Projects

Golf Instructors' School



Indoor Facilities Golfclubs

Average price per. hour 35 EUR for members - Trackman



Live broadcast

Around 30.000 people
watched the
Icelandic Championship 2024



On site exposure



Exposure in all national championships
(23 tournaments) with flags,
beach flags, etc.

Live broadcast

Exposure on live TV on the national
broadcasting channel (RÚV) on
the golf course in
The Icelandic Championship.



Trackman Range 365 days



Trackman Range 365 days



Golf trips for beginners - Spain

- January to May over 1000 Icelanders
- September to December over 1000 Icelanders
- Mainly for beginners taking their first steps



Accessibility - No Green Card?

- Golfclubs owned and supported by a local authority
- All public courses
- No no obligations to new players (Green Card)



Sustainability

The Golf Union of Iceland (GUI) is focusing on sustainability by encouraging eco-friendly practices at golf courses. This includes reducing water use, minimizing chemicals, and promoting organic maintenance methods.



Sustainability



Sjálfbærnisráðgjafi golfhreyfingarinnar

TÖLULEGAR UPPLÝSINGAR

UFS upplýsingar

9 Klúbbar

Losunarkræfni gróðurhúsalofttegunda	Einingar	2022	2023
Losunarkræfni orku	kgCO ₂ /MWst	45.2	41.8

Losunarbókhald

Gróðurhúsalofttegundir	Einingar	2022	2023
Umfang 1	tCO ₂ f	186,9	208,4
Umfang 2 (landsnetið)	tCO ₂ f	50,02	60,4
Umfang 2 (með markaðsaðgerðum)	tCO ₂ f	-	-
Umfang 1 og 2	tCO ₂ f	237	269
Umfang 3	tCO ₂ f	33,4	30,9
Losun gróðurhúsalofttegunda (Umfang 1, 2 (landsnetið) og 3)	tCO ₂ f	270,3	299,7

Umfang 1 - Samsetning losunar	Einingar	2022	2023
Heildarlosun	tCO ₂ f	186,9	208,4
Eldsneytisnotkun	tCO ₂ f	186,9	208,4
Losun frá iðnaðarferlum	tCO ₂ f	-	-

Umfang 2 - Samsetning losunar	Einingar	2022	2023
Heildarlosun	tCO ₂ f	50,02	60,4
Rafmagn	tCO ₂ f	18,1	20,8
Hitaveita	tCO ₂ f	31,9	39,6
Kæling	tCO ₂ f	-	-
Gufa	tCO ₂ f	-	-

Umfang 3 - Losun á fyrri stigum	Einingar	2022	2023
<i>Flokkur 5: Úrgangur frá rekstri</i>			
Heildarlosun	tCO ₂ f	33,4	30
Flutningur, förgun og meðhöndlun á úrgangi	tCO ₂ f	33,4	30



Sjálfbærnisráðgjafi golfhreyfingarinnar

UFS upplýsingar

Umhverfisþættir

Orkunotkun	Einingar	2022	2023
Heildarorkunotkun	kWst	5,987,188.4	7,170,485.9
Jarðefnaeldsneyti	kWst	754,686.7	850,261.8
Lífeldsneyti	kWst	-	1,214
Rafmagn	kWst	1,759,449.6	2,020,935.4
Hitaveita	kWst	3,623,715	4,296,051.5
Kæling	kWst	-	-
Gufa	kWst	-	-
Bein orkunotkun	kWst	754,686.7	851,475.9
Óbein orkunotkun	kWst	5,232,501.7	6,319,010.

Orkusamsetning	Einingar	2022	2023
Heildarorkunotkun	kWst	5,987,188.4	7,170,485.9
Jarðefnaeldsneyti	%	12.6%	11.9%
Endurnýjanlegir orkugjafar	%	87.4%	88.1%
Kjarnorka	%	0%	0%
Óþekkt	%	0%	0%

Eldsneytisnotkun	Einingar	2022	2023
Heildareldsneytisnotkun	kg	62,977.4	70,834.5
Bensín	kg	17,503.6	25,025.2
Díselolía	kg	45,473.8	45,125.6
Metan	kg	-	-
DM olía	kg	-	-
Jarðgas	kg	-	-

Vatnsnotkun	Einingar	2022	2023
Heildarvatnsnotkun	m ³	83,810.3	103,898.7
Kalt vatn	m ³	23,930.1	29,794.
Heitt vatn	m ³	59,880.2	74,104.7
Endurunnið vatn (ef við á)	m ³	-	-
Endurheimt vatn (ef við á)	m ³	-	-

Next up

- **New Golf Union App**
- **Pay & Play**
- **GolfGameBook Connected to GolfBox**



IT Solutions

GolfBox Union App - 2025

Players 1st - BI Solution

GLFR - Business Club App

GameBook (in process)

Howmanystrokes - HCP Conv.



Future challenges

- **Development and Impact of simulator Golf**
- **Assisting parties in obtaining land for new golf courses**
- **More diverse GC membership fees**
- **New strategies in marketing**



Why is golf so popular in Iceland?

- Long summer days (Midnight Golf)
- High number of golfcourses and simulators
- Accessible and affordable
- Celebs on social media

Thank You

