

Engaging the Future of Golf

Kiichi Sorimachi
Rakuten Gora

5th Golf Innovation Symposium

USGA®

What is **Rakuten GORA**?

■ Largest Golf Online Reservation Service in Japan

Online tee-time booking service, which can be used for about 1,900 courses in Japan, and also some overseas regions*



*Hawaii, Guam, Thailand, Vietnam, Saipan

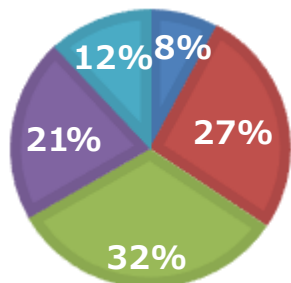
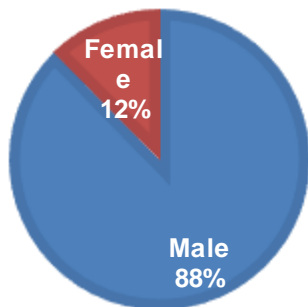
Not only outbound, but also support inbound reservation service for Korea and China. Other than regular reservation, there are other services, such as solo reservation.

■ Mainly Used for Reservation

About 80% of users are male, mainly from 30s to 50s

Monthly TTL PV : about 70MPV

Monthly UU : about 3Million UU



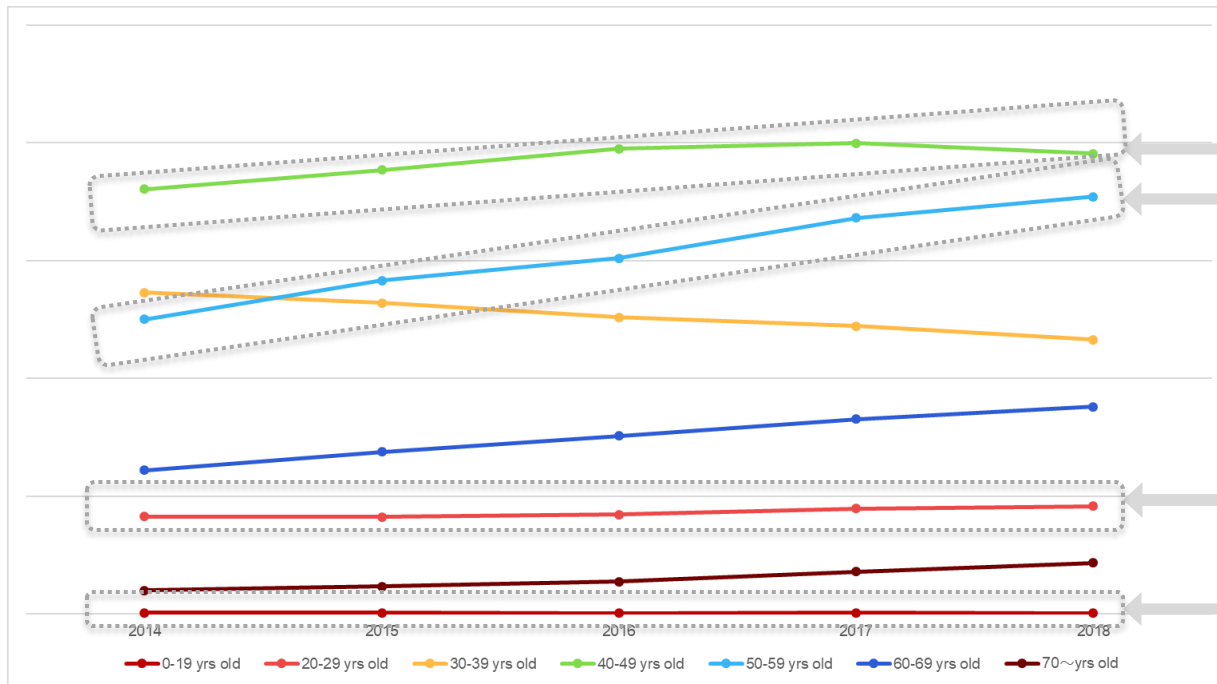
- 20s & below
- 30s
- 40s
- 50s
- 60s & above



Why We Started “Raku-gol”

Majority of our users are in 40s and 50s

Need to nurture golfers in 20s and 30s more to get engaged with golf.



Golfers in 40s and 50s are the majority of GORA users

Golfers in 20's and 30s occupy a small share of GORA users, and we need to grow this generation

Voice of Young Golfers: Why they don't play golf

【TOP 10 reasons why people in 20s don't start playing golf】

(Data Source: Rakuten Research in 2015)

- ① Don't know how much it is going to cost
- ② Seems expensive, preparing gear & wear
- ③ Seems expensive, practicing
- ④ Seems expensive, going to golf courses
- ⑤ Don't know manners and rules
- ⑥ No one around to teach me how to play
- ⑦ No one around to enjoy playing with
- ⑧ No time to practice and get prepared for
- ⑨ No friends to go for a round with
- ⑩ Don't want to interrupt others at courses

Financial Issues



Golf Buddies



Voice of Young Golfers: Why they started playing golf

【TOP 5 reasons why people in 20s started playing golf】

(Data Source: Rakuten Research in 2015)

- ① Asked by a friend
- ② Asked by boss at workplace
- ③ Asked by parent(s)
- ④ Simply wanted to play
- ⑤ Asked by boyfriend/girlfriend

Golf Influencer



About “Raku-gol”

Rakuten has started “**Raku-gol**,” **aiming to support golf life of young generation**, which will lead to re-energize the golf industry.

Target

18～29 years old

Objective

“Raku-gol” is a program to offer support to help young golfers to

- ◆ **Experience** golf
- ◆ **Start** playing golf
- ◆ **Continue** playing golf

Key subjects are: ① **Financial Issues** ② **Golf Buddies** ③ **Golf Influencer**



Raku-gol 4,000 JPY Coupon

Summary

Every month, **we give away 4,000 JPY worth of discount coupons to 100 randomly selected 100 people** among all who apply for the coupon online

Objective

Help enable young golfers to play at **golf courses more frequently**



Raku-gol Driving Range

Summary

Thanks to driving ranges, Raku-gol users **can get coupons** by logging in with Rakuten ID (free bay rental, club rental, 3-minute lesson, etc.)

Objective

Help **accelerate engagement with golf** at driving ranges



Raku-gol Plan

Summary

Round plan that is **specially designed for beginners and young golfers** (plan with lesson, plan with practice, etc.)

Objective

To provide opportunities to let young golfers **enjoy experiences at golf courses**, not just at driving ranges.



Raku-gol Activity in 2018

Raku-gol Plan

of Golf Courses

- avg. of 143 course/month

of Golfers using “Raku-gol” Plan

- approx. 30,000 customers

Influencer = person who asks to go play golf with

Driving Range Coupon

of Driving Ranges

- 394 facilities

of Golfers used coupons

- approx. 2,400 customers

Driving range is the first step to experience golf

Improving Points with Raku-gol

① Challenge to Expand Program

As sponsorship is required for the program, there is a limit to how many courses/ranges that would agree to the concept and participate

② Very Limited Target

Program is limited to golfers in 20s, and need to think larger in scope in order to really revitalize the industry

③ Challenges to Reach Non-Golfers

Influencers could be a key to reach to non-golfers, rather than trying to reach non-golfer themselves.

Challenges to Revitalize Golf Industry

Establishing Win-Win-Win Eco System

- To continue to support golfers, **better ecosystem** needs to be established among **golfers, golf courses/ranges, and agencies**

Redefine Target

- Need to **expand the target scope** to senior generation
- Services to meet **various needs of various golfers**
- Influencer marketing
- Support for junior golfers

Effective Use of IT/Big Data

- By better utilizing **IT and big data**, need to create the environment that enables golfers to easily **participate, advance their score and continue.**
- **Golfer Platform**

Need to Strengthen Cooperation within the Industry

Thank you!

Rakuten GORA

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