

Record year for The Golfers Club



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Author: Gary Davidson

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The UK's #1 specialist golf insurance and benefits provider experiences success in 2011 despite difficult UK golf market...

The Golfers Club, the UK's leading specialist golf insurance and benefits provider, has announced record new policy sales in 2011. The company more than doubled the number of new policy sales compared to 2010 and increased the total number of The Golfers Club policy holders by 28%. The announcement follows the trend set by market-leaders in specialist golf insurance, Golf Care, who announced similar success late last year, highlighting the growing number of golfers in the UK taking up a specialist golf insurance policy. In difficult economic times, golfers are placing greater importance on being properly insured and have likely been influenced by the landmark case in November 2011 that saw a golfer awarded almost £400,000 in damages after being struck by a wayward shot from an adjacent hole.

The court case undoubtedly contributed to a spike in sales, with new policy holders almost trebling in November and December compared to the same period in 2010. However, several other innovations throughout 2011 can also be attributed for the uptake in membership, including the introduction of its new Bronze Policy in March. For less than £40 a year, The Golfers Club offers premium product at value price and offers customers the added flexibility of building their own insurance product by adding the likes of worldwide coverage. With The Golfers Club, policy holders only pay for the cover that they need.

"We're thrilled by the announcement of the recent figures," commented Paul Wilson, Director, The Golfers Club. "It's great news that fewer golfers are risking serious financial damages through the

security of specialist golf insurance. We work hard to tailor our policies to people's individual needs, ensuring they remain flexible and affordable, and we're delighted to see that people are choosing to be insured with us. "

In addition to a comprehensive insurance policy, members of The Golfers Club are entitled to a host of added value benefits such as five free rounds of golf at some of the country's best golf courses, including the likes of Ryder Cup host venue, The Celtic Manor Resort. With over 62 courses to choose from, members can save up to £340 on green fees. Furthermore, members are given a welcome pack that includes gifts from TaylorMade and John Letters, plus over 30 benefits from a comprehensive list of partners, such as, Marriott Golf Resorts, De Vere, GreenFree, Your Golf Travel, Q Hotels, Direct Golf UK, Macdonald Hotels, and Crown Golf.

Underwritten by Lloyds of London, The Golfers Club was launched in 1998 and with a growing number of golfers recognising the importance of golf insurance, The Golfers Club has continued to establish itself as one of the UK's leading specialist golf insurers. An array of policy options have been priced to match individuals golfers needs, whilst all policies include dental treatment, hole-in-one protection, third party damage, personal liability and personal accident coverage as standard.

Whether it is the recently introduced Bronze Policy that covers golf equipment up to £1000 in the UK, or the Platinum Policy which extends worldwide and up to the equipment value of £5000, The Golfers Club has a policy to best suit every golfers needs.

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For more information please visit www.thegolfersclub.co.uk

The Golfers Club: The Golfers Club, the UK's best value specialist [golf insurance deals](#), was launched in 1998. Members receive a comprehensive golf insurance policy, underwritten by Lloyd of London, and a host of added value benefits, such as the chance to [get free golf lessons](#), separating it from any other golf insurance policy in the UK.

The JRW Group: The Golfers Club is part of The JRW Group, which comprises GreenFree, The UK's largest 2-for-1 green fee voucher scheme; Golf Care, the UK's #1 specialist golf insurer allowing you to [compare golf insurance online](#); Rewards4Golf, the UK's largest golf loyalty scheme; Matchplay Championship, the UK's largest amateur

golf tournament; and Insure4Sport, specialist insurance for sports coaches and instructors.

For more information on The Golfers Club please contact Gary Davidson at Professional Sports Group on 01276 858930 (email: gary@profsports.com).

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