



FACT SHEET – July 2014

- ClubstoHire.com was launched in July 2010 from its base in Dublin, Ireland;
- Its directors are Tony Judge (CEO) and principal investor Gerry McKiernan;
- The online enterprise was conceived to help travelling golfers avoid the increasing cost of transporting their clubs on international flights as airlines – especially budget operators – began to charge additional luggage fees for golf travel bags;
- Investor Paul McGinley became its Brand Ambassador and helped negotiated discounts on sets from TaylorMade and Callaway in exchange for the shop window offered by the rental trial experience of thousands of travelling golfers. Each customer now receives a 'thank you' note from the 2014 Ryder Cup captain;
- The first outlet was at Faro airport in Portugal, where more than 3 out of 4 tourists play golf;
- It's estimated that since its launch, ClubstoHire.com has helped to save more than 125,000 travelling golfers over €4 million in airline excess luggage charges;
- There's also the convenience of not having to take the clubs to the airport and the oversized baggage section, or worrying about them being lost or damaged, plus the benefit of playing with the latest clubs from leading manufacturers;
- Sets include the latest clubs from TaylorMade, Callaway, Mizuno, Wilson Staff & MD Golf;
- In 2013, the operation doubled its revenues and supplied 40,000 sets of clubs to golfers;
- It introduced a 32-page golfing break guide to help visitors to the Algarve find the best courses, restaurants and places to stay;
- In June last year, ClubstoHire won the Vodafone Startup award for 'Best Service', heading a list of 400 companies that were considered by leading entrepreneurs and business owners.
- In 2014, the company added 1,000 of the latest clubs to its product offering, including the new Callaway Big Bertha driver. It also won the inaugural 'HSBC Golf Business Community Award for Innovation' at The HSBC Golf Business Forum in Abu Dhabi.
- There are now **21** locations where sets of clubs can be rented from as little as €35 per week:
Spain – Alicante, Costa Dorada, Girona, Gran Canaria, La Linea/Gibraltar, Palma, Malaga, Murcia & Tenerife; **Portugal** – Faro, Lagos & Lisbon; **Cyprus** - Aphrodite Hills; **Turkey** – Belek; **Africa** – Cape Town & Marrakesh; **UK & Ireland** - Isle of Man, Edinburgh, Cork, Dublin & Shannon.



For further information, please contact John Collard or Calum Forbes at Sports Impact on +44 (0)20 8549 5500 or at johnc@sports-impact.com