

Women in Golf

Passion. Connection. Experience.

Insights from KemperSports Women in Golf focus groups, representing a range of skill levels and travel experiences (February 2026)



“Don’t underestimate my passion for golf”

Women’s Passion For Golf Is Real

You don’t just play, you care about the experience, the people and how it all comes together.

At KemperSports, we get it. It’s not just about the game. It’s about how the entire experience feels, who you’re sharing it with and whether you feel like you belong the moment you arrive on property.

Golf Built for The Way You Love To Play



“Golf is why we go. But the experience is what makes it special.”

- Great golf matters but so does actually enjoying it
- Variety keeps things fun because 18 holes the same way... every time... isn’t the goal
- It’s less about proving something and more about the experience

KemperSports focuses on playability, so the experience feels as good to play as it does to remember.



Feel Confident The Moment You Arrive

- Welcoming, not intimidating
- Treated like a golfer, not an exception
- Comfortable enough to relax and just enjoy the experience



KemperSports creates environments that are inclusive, respectful, safe and easy to navigate so you can focus on having a great time.

It’s Better When It’s Shared

- You’re not just there to play. You’re there to spend time together
- Playing with other women is affirming
- Shared memories matter more than individual performance

“Playing with women is just different. It’s more relaxed, more fun and more about being together.”

KemperSports understands the need to design golf experiences for connection, so you remember the moments between shots as much as during them.

Golf Can Be Designed Without Assumptions

- No clichés. No “shrink it and pink it”
- Just thoughtful details that actually make the experience better

“Don’t pinkwash me.”



KemperSports seeks a true understanding of women who love the game, not assumptions or stereotypes

“We remember how it felt more than how we played.”

