



Speaker profile Jan Ekblom

Director of Media and Communication at the Swedish Golf Federation. Jan will give a short presentation of a survey and mapping of the Swedish golfer. The survey shows that the golfers in Sweden are not so loyal to their clubs anymore. Lots of golf rounds are still played, but in a new way.

Jan Ekblom has been working for the Swedish Golf Federation for three years. Before that he has been in the service and marketing industry for 20 years. He has been responsible for many seminars for golf clubs where he has focused on the need of raising the service level at the golf club. He says that you will not survive if you just have a golf course. Many ideas can be transferred from the hotel industry, where a hotel room is just one ingredient in a full service industry.

