Topgolf’s mission is to create moments that matter for everyone with a fresh, funky approach to golf.

Last year Topgolf UK welcomed **ALMOST 1 MILLION VISITORS, WITH GUESTS PLAYING OVER 2M GAMES IN THREE VENUES.** With such scale at play a structured approach is needed to ensure that every single guest feels welcome and comfortable.

‘The Topgolf game is shorter, can be played at night and is (almost) weather proof. Fun is at the heart of everything they do.’

**THE WELCOME...**

Each venue has a prominently placed check-in desk where Topgolf associates offer a **warm and friendly welcome,** check guests in and allocate them a bay.

At the guest services desk, **NEW GUESTS become Topgolf members and receive a membership card.**

This allows them to keep track of their high score and also their Topgolf handicap. **When guests visit Topgolf again, they are reminded of their personal stats at the ball dispenser screen.**
THE TOPGOLF GAME EXPERIENCE

THE APPEAL OF TOPGOLF IS THAT IT IS A GAME THAT EVERYONE CAN PLAY AND ANYONE CAN WIN

Guests score points by hitting micro-chipped golf balls into giant coloured targets on our outfield. The closer the bullseye and the further the distance, the more points they score.

At the end of the game the bay screen shows guests their total score, top score and our daily leader board. The leader board is also shown around the venue encouraging guests to create that ‘social media moment’ if they get well placed.

The Academy team at Topgolf offer lessons and partner with local golf clubs, enabling new golfers to start at Topgolf and progress easily to the golf course.

There are also in-venue competitions to suit all abilities, such as Topgolf Shootouts, Topgolf Tour and a PGA Pro Am plus a range of more casual competitions like Long Drive or Beat the Pro.

Most guests (76%) are aged between 18 and 44 years old. The modern, relaxed vibe, with music playing around the venue and big TV screens showing live sport, resonates with this audience and ensures Topgolf is viewed as more than just a golf venue.

The Topgolf community is also alive online. Its social media channels and website encourage guests to continue to engage with the brand long after they’ve left the building.

BAY DEMONSTRATIONS
For guests who have never swung a club before, a Topgolf Caddy is on hand to offer bay demonstrations and advice on golf basics such as posture, swing and grip.

There is a wide range of clubs to suit all guests including male, female, left handed and two junior sizes.

EXPERT HELP
A team of PGA professionals float around to offer tips and advice to guests.

EVENT CATERING
Each Topgolf venue features an accomplished Executive Chef and chef-driven menu. Offering versatile event catering packages which further encourages and enhances the fun and social experience.