

# How to Crush the Indoor Golf Market



NOW INCLUDES: LEARNING CENTER DESIGN TRENDS

**NEW**  
for 2026

# INSIDE THE GUIDE

**Updated by Design2Golf in 2026, "How to Crush the Indoor Golf Market" features the hottest trends in design, technology, and business models.**

- + Optimize space planning to elevate the customer experience
- + Design your facility around today's leading indoor golf trends
- + Use technology strategically to drive revenue and retention
- + Deliver custom designs that are aligned with your brand
- + Learn today's most successful business models



### Featured Kit Content:

1. The 10 Defining Challenges of Opening an Indoor Golf Center
2. Designs & Photos from Leading Indoor Facilities
3. The Latest Technology Trends in Indoor Golf
4. 5 Key Questions that Define a Successful Indoor Golf Facility
5. The Hottest Indoor Golf Design Trends
6. Trending Business Models: Memberships, hourly or hybrid?
7. Private Clubs: The Member-First Indoor Golf Playbook
8. Concept to Launch: Designing a State-of-the-Art Learning Center

**PROONENT  
GROUP**

### Learning Center Survey

Proponent Group, golf's leading network of top instructors, offers education, business templates and other membership opportunities.

The survey blocks included throughout this presentation represent the results of a survey completed in November 2022 and March 2025.

All survey data is copyrighted material of Proponent Group and cannot be reproduced in any way without the consent of Proponent Group.

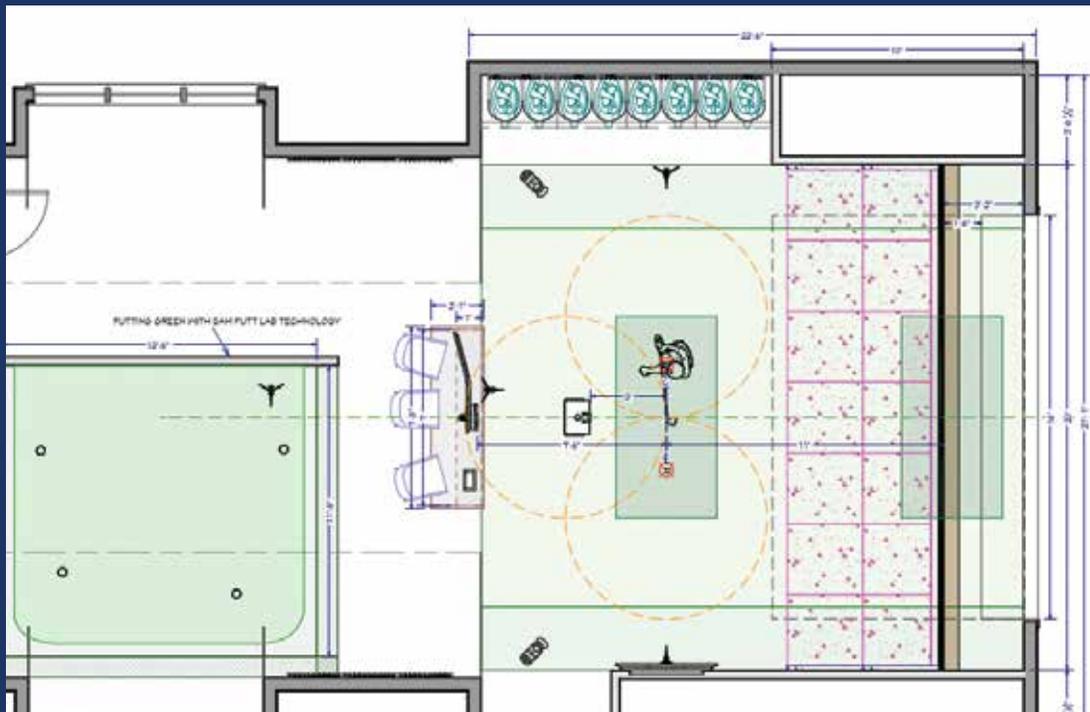
# WELCOME

## Welcome to the Latest Edition of the Crush It Kit

The indoor golf market is evolving faster than ever and that evolution is creating real opportunity for private clubs, coaches, and operators who plan intentionally. At Design2Golf, we work alongside private clubs, performance academies, and premium commercial operators to design indoor golf environments that drive utilization, retention, and long-term ROI.

The **Crush It Kit** is designed to be both practical and strategic. Inside, you'll find clear, real-world guidance on:

- + Facility design and space planning
- + Technology selection and integration
- + Business models and revenue strategy
- + Operations, programming, and utilization
- + Market positioning and differentiation
- + Member engagement for private clubs





Whether planning your first indoor golf learning center or rethinking an existing space, this resource is built to help you make confident, informed decisions. We believe the most successful indoor golf facilities are built with intention from concept through launch. Utilize the experience of Design2Golf's team through:

- + **Lessons learned from countless projects**
- + **Input from coaches and industry experts**
- + **Frameworks for evaluating ROI, member value, and long-term flexibility**

We would also like to thank our partners at the Proponent Group for providing real-world survey from the industry's top coaches and facility owners. This information provides readers with practical insight into what is actually happening in the market.

From our team to yours, we hope this kit helps illustrate what's possible, avoid common missteps, and think differently about how indoor golf can support your broader goals.

# The 10 Defining Challenges of Opening an Indoor Golf Facility

## CHALLENGE 1: Facility Design that Reflects Your Brand & Target Audience



As the indoor golf market has grown, many facilities, both private clubs and non green-grass venues have begun to look the same. Rows of simulator bays with little visual differentiation often fail to communicate brand identity or resonate with a specific audience. In today's competitive landscape, this creates a clear opportunity for facilities that intentionally design around brand, clientele, and experience.

We see leading clubs using indoor golf spaces to reinforce exclusivity, tradition, and member experience, while premium commercial centers lean into atmosphere, energy, and visual impact. In both cases, design is no longer just about housing simulators, it directly influences brand perception, dwell time, repeat engagement, and utilization.

A foundational planning question we ask early is:

**How will your brand be expressed throughout the facility - not just on signage, but through materials, finishes, layout, and flow?**

This question sits at the core of the D2G consultation process. We collaborate closely with ownership, club leadership, coaches, architects, and interior designers to ensure the indoor golf environment aligns with brand identity, audience expectations, and operational goals.

### Design Elements That Reinforce Brand and Differentiation

#### Turf & Flooring

- + Multiple turf styles and custom stamp options
- + Traditional green, black, or branded colorways
- + Used to visually define bays, coaching zones, and social areas

#### Wall Protection & Finishes

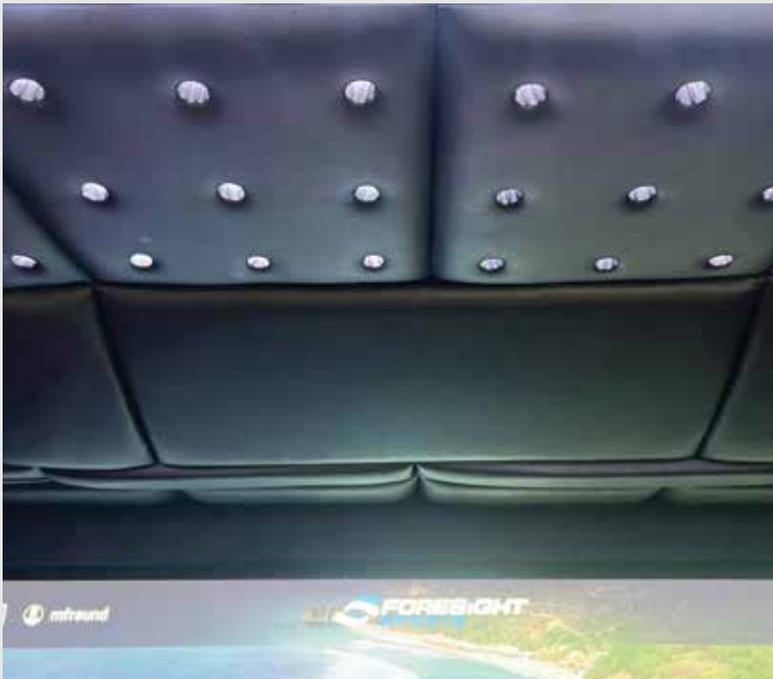
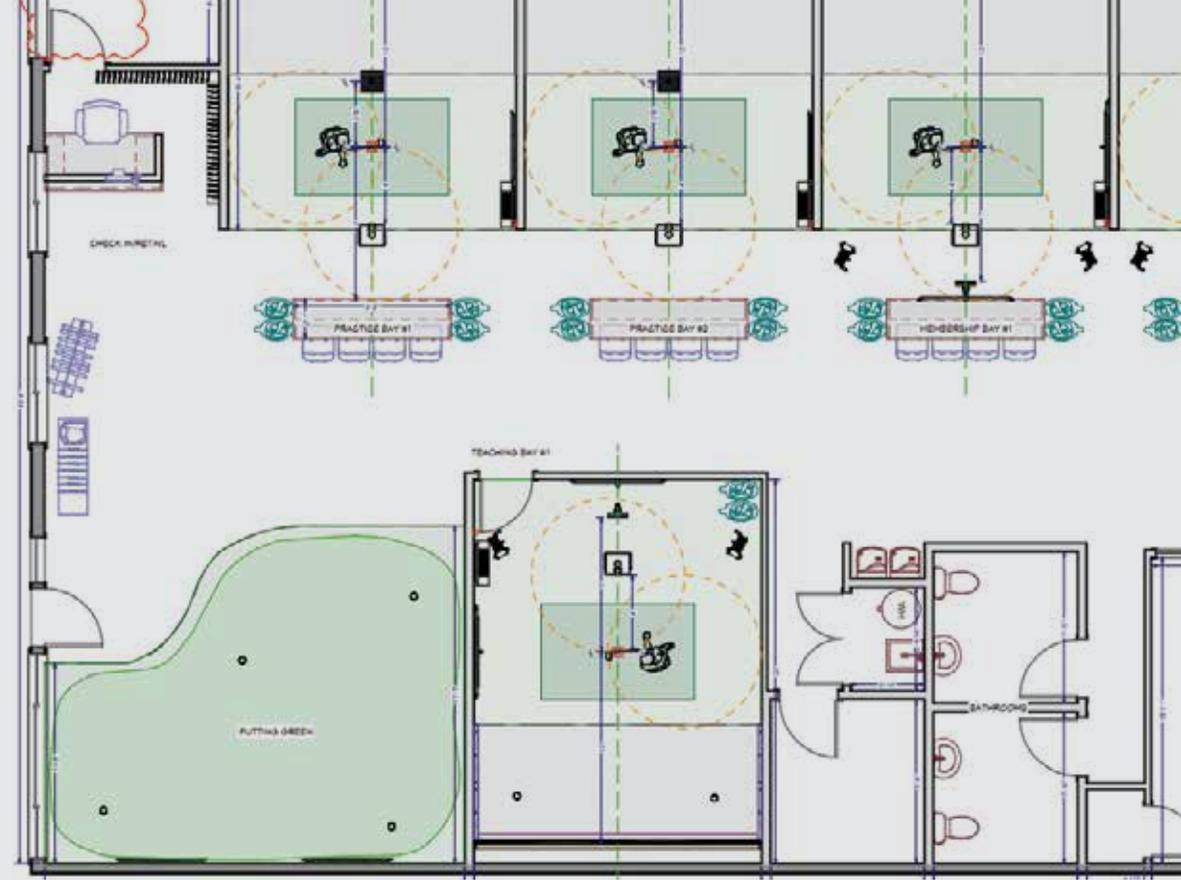
- + D2G Signature wall and ceiling pad systems
- + Vinyl and suede options for performance or premium aesthetics
- + 50+ color options to align with club branding or commercial themes

## Ceiling Protection & Acoustics

- + Colored baffles to improve sound control while enhancing design
- + Increasingly important for leagues, instruction, and high-energy environments

## Bay Branding & Visual Identity

- + Logos, messaging, or sponsorship elements integrated directly into bays
- + Coordination with marketing partners to ensure proper scale and durability
- + Growing adoption by clubs reinforcing identity and venues supporting partnerships



While both clubs and commercial facilities benefit from brand-aligned design, the priorities differ. Clubs tend to emphasize integration, instruction, and member experience, while commercial venues prioritize flexibility, visibility, and social energy. Understanding these differences early allows design decisions to support the intended audience and business model, rather than working against them.

With the right planning and collaboration, your space can move beyond a generic simulator layout and become a facility that clearly communicates who it's for, and why it stands apart.

**Need some inspiration? See Our Latest Facility Designs:**

<https://www.design2golf.com/commercial-facilities/>



## CHALLENGE 2: Technology Planning for a Seamless Indoor Golf Experience

When planning technology for a new indoor golf center, it's natural to start with the simulator technology. While that decision remains critical, we see the most successful facilities take a broader view. Today's top indoor golf are designed to support instruction, leagues, social play, and events **with minimal operational friction**.

Modern facilities perform best when technology is planned as a complete ecosystem, not a collection of individual components. Early in the planning process, we encourage clients to step back and consider the following key questions:

- + Will members and guests operate the technology themselves, or will staff manage it?
- + How important is intuitive, low-learning-curve operation?
- + Does your facility require integration between simulator software, AV, booking, or POS systems?
- + How will swing data, shot visuals, and broadcast content be displayed - single screen or multiple displays?
- + Will the space support live TV, events, leagues, or shared performance and entertainment content?

Beyond the simulator, supporting technology plays a major role in the experience. Projectors, displays, lighting, sound systems, streaming devices, and automation directly impact usability, flow, and staffing requirements. We see leading facilities prioritize systems that are reliable, easy to manage, and flexible.

Most importantly, technology must work together. A well-planned stack creates a cohesive, user-friendly environment that reduces friction for staff and customers alike. In addition to core AV needs, the Design2Golf team works closely with clients to integrate complementary technologies that support both performance-

driven instruction and entertainment-focused programming without over complicating the space.

### Learn More:

<https://www.design2golf.com/technology/>





## CHALLENGE 3: Designing an Indoor Golf Business Model That Drives ROI

When prospective clients first engage Design2Golf, many are still early in defining their business model. Financial projections, especially top-line revenue assumptions, are often conceptual at this stage. While every detail doesn't need to be finalized before construction begins, we see better outcomes when the financial model is evaluated early. Testing multiple operating scenarios can directly influence simulator count, room layout, technology selection, and overall facility design.

The indoor golf market has continued to evolve, particularly within green-grass clubs and premium commercial facilities focused on year-round utilization. Operators are moving beyond simple hourly rental models toward **diversified revenue streams**, including:

- + Instruction and coaching programs
- + Leagues and organized play
- + Membership and access-based models
- + Group events and off-season programming

Improvements in simulator accuracy, software functionality, and league tools have helped drive higher utilization, especially during traditionally underused hours. From an operational standpoint, indoor golf simulators remain a capital-efficient investment. Compared to other hospitality or entertainment amenities, they require:

- + Relatively low staffing
- + Predictable scheduling
- + Support recurring revenue through lessons, leagues, and member access.



At clubs, simulators are increasingly valued not just for revenue, but for member retention, instruction, and offseason engagement, extending the impact of the golf operation beyond the outdoor season.

We constantly find that ROI is heavily influenced by how resources are allocated across technology, build-out, and programming strategy. To support informed decision-making, we've developed an online financial forecast tool that allows operators to model top-line revenue and understand how it breaks down across simulator usage, instruction, and organized play.

### Try the Revenue Forecast Tool:

<https://mailchi.mp/c162e8f8eed7/revenue-calculator-2>



## CHALLENGE 4: Ground-Up vs. Modular Solutions

As private clubs continue investing in indoor golf learning centers, one of the earliest and most important decisions is how the facility will be delivered. At Design2Golf, we see two primary approaches gaining traction:

1. Building a fully custom, ground-up learning center, or
2. Deploying a modular, prefabricated golf studio delivered turnkey to the property.

Both paths can be highly successful when aligned with the club's goals, timeline, budget, and long-term vision. The key is understanding the advantages and trade-offs of each before moving forward. Let's take a look at both options:

### Ground-Up Learning Centers

**A ground-up build allows clubs to design an indoor learning center that is fully integrated into the existing clubhouse, driving range, practice facility, or short game area.**

#### Advantages

- + Complete design freedom tied to club architecture and brand
- + Seamless integration with existing amenities and infrastructure
- + Ability to incorporate multiple bays, short game areas, fitness, offices, and lounges
- + Greater long-term flexibility for expansion or reconfiguration
- + Often ideal for flagship learning centers and long-range master plans

#### Best fit for clubs that:

- + Are planning a permanent, 4+ bay learning center
- + Want full architectural integration
- + Are aligning the project with a broader capital improvement plan





## Modular Learning Centers

### Turnkey, Delivered-On-Property Solutions

Modular golf studios offer a faster, more controlled path to indoor golf by delivering a prefabricated structure that arrives ready for installation and operation. Design2Golf partners with First Galena to support clubs exploring this approach.

### Advantages

- + Significantly reduced timeline from concept to use
- + Predictable costs and controlled build quality
- + Minimal disruption to existing club operations
- + Flexible placement near ranges, practice areas, or underutilized land

- + Ideal for pilot programs, phased expansion, or immediate member demand

### Considerations

- + Less architectural customization than a ground-up build
- + Footprint and layout defined by modular constraints
- + Expansion often planned as additional units rather than internal reconfiguration

### Best fit for clubs that:

- + Need faster deployment or seasonal readiness
- + Want to test demand before committing to a larger build
- + Prefer a standalone learning center near practice facilities
- + Value speed, simplicity, and predictability



We don't recommend one approach over the other, we help clubs choose the right solution for their specific situation. This process includes:

- + Evaluating club goals, timelines, and member demand
- + Assessing site conditions and infrastructure readiness
- + Aligning technology, programming, and staffing models
- + Coordinating design and technology integration for either approach
- + Working with partners like First Galena when modular solutions make sense

Both ground-up and modular learning centers can deliver exceptional member value when planned intentionally. The most successful clubs start by defining why they're building an indoor learning center, then select the delivery method that best supports utilization.



## CHALLENGE 5: Maximizing Utilization Through Smart Bay Planning

### Bay Planning Considerations by Facility Type

One of the most common questions we hear is: **"How many simulator bays can we fit in our space?"** While maximizing bay count may work for certain models, we consistently see that utilization, not volume, drives long-term ROI. In both green-grass clubs and commercial facilities, circulation, acoustics, privacy, and programming flexibility now play a bigger role in success than raw bay count.

Rather than designing around how many bays fit, high-performing facilities design around how the space is used. The experience from the moment a member or guest enters the facility, and how the space supports instruction, social play, and events, should guide layout decisions early.

#### Green-Grass Golf Clubs

*Member experience, instruction, and year-round engagement*

- + Does the space feel like a natural extension of the club?
- + Are bays positioned to support instruction while minimizing sound transfer?
- + Is there adequate space for coaches, bag storage, seating, and movement?
- + Can the layout support peak lesson times and casual member use?
- + Are putting greens, short-game areas, or teaching zones integrated?
- + Does the design allow for future expansion without disruption?

#### Commercial Indoor Golf Facilities

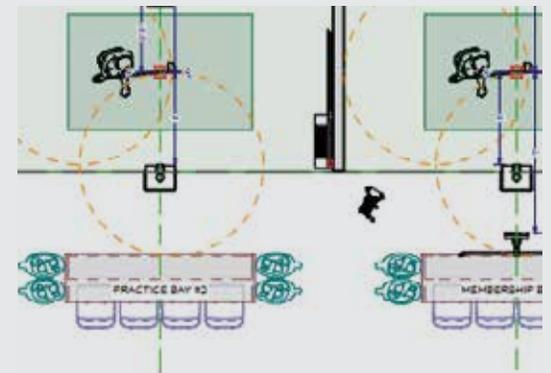
*Throughput, flexibility, and social engagement*

- + Does the layout support efficient flow during leagues and events?
- + Are bays positioned for visibility without sacrificing guest experience?
- + Can the space transition easily between play, lessons, and events?
- + Are bays private enough for premium or corporate bookings?
- + Is there adequate circulation for staff, food and beverage, and groups?
- + Are sound, lighting, and sightlines managed during high-energy use?
- + Can additional bays or amenities be added later?

### Beyond the Bays

Additional amenities should be considered early, not after bay count is finalized. Sound control, circulation behind bays, and future expansion should be addressed before layout decisions are locked in. At Design2Golf, we help clients plan spaces that maximize utilization today, while staying flexible for tomorrow.

Contact Design2Golf: <https://www.design2golf.com/contact-us/>





## CHALLENGE 6: Accurately Projecting Build Out Costs

Building a new indoor golf facility can feel overwhelming, especially for clubs and operators new to simulator projects. At Design2Golf, we see many budgets fall short simply because key costs are not identified early. Most simulator companies quote equipment only, leaving construction, site preparation, and infrastructure outside the scope. Accounting for these items upfront helps avoid late-stage surprises and protects long-term ROI.

A successful budget takes a holistic view, covering everything required to deliver a fully operational, future-ready facility. Below are the primary cost categories we recommend including during early planning.



### Pre-Construction Requirements

*(New builds)*

- + Land acquisition or lease execution
- + Zoning, use approvals, and permitting
- + Site surveys and environmental studies
- + Architectural, structural, and MEP engineering
- + Civil engineering and utility coordination
- + Contractor selection and construction scheduling

### Construction & Site Preparation

*(New build or renovation)*

- + Demolition and structural modifications
- + Framing and finishing of walls and ceilings
- + Ceiling height and clearance adjustments
- + Flooring, painting, and surface finishes
- + Blocking for projectors, monitors, and speakers
- + Acoustic treatment where required

### Electrical & Low Voltage

- + Low-voltage cabling (Cat6, HDMI, control wiring)
- + Dedicated outlets for simulators, projectors, and displays
- + Hard-wired internet for simulators and coaching stations
- + Bay lighting optimized for tracking and comfort
- + Ambient and accent lighting throughout the space
- + Infrastructure allowances for future expansion

### Production & Build Elements

- + Impact screen systems
- + Wall and ceiling protection
- + Simulator flooring and hitting mats
- + Putting greens or short-game areas
- + Custom cabinetry, seating, and furniture



## CHALLENGE 6: Accurately Projecting Build Out Costs *(cont.)*

### Technology Essentials

- + Launch monitors and simulator software
- + Projectors and display systems
- + Cameras and high speed video
- + PC's, TVs, and monitors
- + AV systems and automation controls
- + Booking or bay-management integration

### Performance & Training Systems *(Optional)*

- + 3D motion capture
- + Force or pressure plates
- + Articulating or adjustable floor platforms
- + Advanced putting analysis

### Operations & Security

- + Access control and security cameras
- + Network hardware and IT infrastructure
- + Maintenance and replacement allowances



We find that the strongest financial outcomes are those that budget beyond equipment alone, planning for infrastructure, operations, and future flexibility from day one. This approach allows clubs and commercial operators to make informed decisions, avoid rework, and ensure the facility performs as intended.

**For guidance on structuring your indoor golf budget:**

<https://www.design2golf.com/contact-us/>



## CHALLENGE 7: Designing for Future Expansion and Long-Term Flexibility

One of the most common challenges we see at Design2Golf is balancing today's build-out budget with tomorrow's plan for growth. In an indoor golf market where demand, technology, and programming continue to evolve, facilities that plan only for day-one needs often face higher costs and disruption later.

A common scenario is a facility launching with three simulator bays and a long-term vision for six. In these cases, it is often smart to incorporate expansion-ready infrastructure during the initial build, even if additional equipment is added later. Taking these steps early can eliminate costly demolition, downtime, and rework when expansion becomes viable.



We view future-ready design as more than just adding bays. Leading facilities are planning for flexibility across multiple areas, including:

- + Electrical and data capacity for additional simulators or upgraded technology
- + Bay layouts that can shift between instruction, leagues, and group events
- + Infrastructure that supports evolving launch monitors, AV, and automation
- + Space planning for future amenities such as putting areas, coaching zones, or lounges
- + Mechanical systems sized for increased occupancy and equipment heat loads

Our team works closely with clubs and commercial operators to align current budget realities with long-term operational goals. By anticipating how usage, technology, and programming may change, facilities can scale intelligently, without sacrificing performance or experience.

If growth is part of your long-term vision, the Design2Golf team can help you plan for it from day one.

## CHALLENGE 8: Performance, Entertainment, or Hybrid?

One of the most important early decisions when planning an indoor golf facility is defining why people are coming. Are they there to improve, to be entertained, or for a deliberate mix of both? At Design2Golf, we see the most successful facilities start with a clear primary use case. That clarity directly shapes layout, technology, staffing, and how the facility is positioned in the market.



### Performance-Driven Facilities

*Common in green-grass clubs and performance-based academies*

Performance-focused spaces are designed around player development and coaching efficiency. These facilities typically prioritize:

- + Privacy, acoustics, and space behind the hitting area
- + Technology focused on accuracy and analysis
- + Launch monitors, video, motion capture, and fitting tools
- + Layouts that support lessons, assessments, and structured practice

Marketing emphasizes improvement, coaching expertise, and long-term value, not entertainment.

### Entertainment-Driven Facilities

*More common in commercial and hospitality-oriented venues*

Entertainment-focused spaces are built for social play and group experiences. Design priorities often include:

- + Open layouts with strong visibility and seating
- + Intuitive, low-learning-curve technology
- + Games, alternate formats, leagues, and multi-screen viewing
- + Flexibility for events and peak-hour traffic
- + Marketing highlights atmosphere, events, and social engagement.



## CHALLENGE 8: Performance, Entertainment, or Hybrid? (cont.)

### Hybrid Facilities

Many facilities pursue a hybrid model, but at Design2Golf, we find success depends on clearly defining which use case leads and which supports. The strongest hybrid spaces are intentionally designed with:

- + Flexible bay layouts
- + Adaptable technology stacks
- + Thoughtful scheduling to avoid conflict between lessons and social play

Without that clarity, facilities risk serving neither audience well.

Clarifying whether your facility is performance-driven, entertainment-driven, or purposefully hybrid is a foundational planning step. This decision aligns design, technology, staffing, and marketing, ensuring the indoor golf experience meets expectations and supports long-term operational success



## CHALLENGE 9: Concept to Grand Opening - Developing a Project Timeline

Clear, realistic timelines are a critical success factor for any indoor golf learning center or simulator-based facility. Unlike traditional construction projects, indoor golf builds require tight coordination across **design, construction, technology, and operations**. At Design2Golf, we consistently see that early decisions often made before a lease is signed or construction begins have a disproportionate impact on **cost, functionality, and the final customer experience**.

### Why Timing Is So Critical

- + Indoor golf projects involve more specialized coordination than standard build-outs
- + Early timeline missteps often lead to rework, delays, and avoidable expenses
- + Technology, infrastructure, and operations must be sequenced correctly

### Green-Grass Clubs vs. Commercial Facilities

#### For Green-Grass Clubs

- + Timelines are tied to seasonal programming and instructional calendars

- + Delayed openings can reduce offseason training impact
- + Member expectations are often set well before opening day

#### For Commercial Facilities

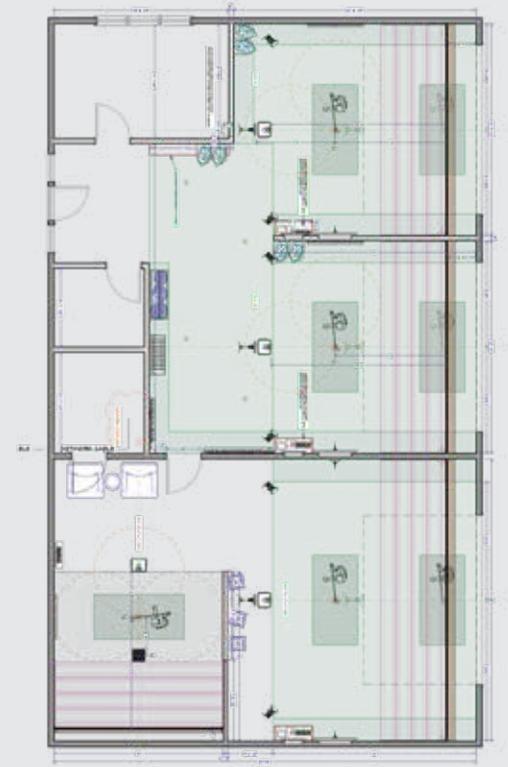
- + Timelines directly affect lease obligations and staffing plans
- + Marketing launches and cash flow depend on opening accuracy
- + Delays increase fixed costs without generating revenue

### Timelines as a Coordination Tool

A well-defined timeline keeps all stakeholders aligned, including:

- + Architects and designers
- + Contractors and electricians
- + Technology and AV teams
- + Coaches, instructors, and operations staff

At Design2Golf, contractor plans often serve as the shared roadmap that helps teams avoid misalignment and costly rework.



# Concept-to-Launch

## TIMELINE OVERVIEW

Step	Purpose	Best Case Timeline	Worst Case Timeline
<b>D2G Consultation Call</b>	<i>Align on goals, budget, target audience, performance vs. entertainment focus, technology needs, and overall project timing.</i>	1–2 hours	3–4 hours
<b>Determine Space Requirements</b> (if applicable)	<i>Define required square footage based on programming, bay count, ceiling height, circulation, and future expansion.</i>	1–2 weeks	3–4 weeks
<b>Locate Facility or Site</b> (if applicable)	<i>Identify viable commercial spaces that meet ceiling height, power, zoning, and infrastructure requirements. D2G helps flag deal breakers early.</i>	1–3 months	4–6 months
<b>Receive &amp; Review Scope of Work and Proposal</b>	<i>Review scope, assumptions, and pricing. Adjust design, technology, or phasing to align with budget and long-term goals.</i>	3–6 days	7–14 days
<b>D2G Concept Plan</b>	<i>Develop a custom 3D concept illustrating layout, simulator placement, flow, and overall design intent.</i>	5–6 days	7–14 days
<b>Sign Lease (if applicable)</b>	<i>Finalize lease terms with clarity on build-out responsibilities, infrastructure allowances, and expansion rights.</i>	1–4 weeks	2–3 months
<b>Receive D2G Contractor Plan</b>	<i>Provide detailed construction and electrical plans outlining walls, ceilings, blocking, power, data, and future-ready infrastructure.</i>	4–6 days	7–14 days
<b>Construction &amp; Electrical Work</b>	<i>Complete framing, electrical, lighting, data, and acoustic prep per D2G plans.</i>	1–3 months*	4–7 months*
<b>D2G Simulator Installation</b>	<i>Install simulators, screens, turf, wall/ceiling protection, AV, and automation. Test and optimize all systems.</i>	1–2 weeks*	3–4 weeks*
<b>Grand Opening Preparation</b>	<i>Soft opening period for staff training, scheduling setup, and operational fine-tuning before official launch.</i>	14 days post-install	30 days post-install



## CHALLENGE 10: Beyond the Grand Opening: Maximizing Utilization

While design, technology, and branding attract early users, long-term success is driven by programming and day-to-day operations.

Facilities that rely too heavily on unstructured open play often struggle to create repeat behavior and predictable demand.

We see sustained utilization come from intentional programming that builds routine and consistency. Successful facilities move beyond “open availability” and design offerings that encourage repeat visits, fill off-peak hours, and align with how the space is meant to operate.

### Core programming considerations include:

- + Structured offerings such as leagues, lessons, clinics, and events
- + Programming that fills mornings, weekdays, and shoulder hours, not just nights and weekends
- + Clear alignment between simulator access, coaching schedules, and events
- + Defined rules for how open play fits alongside structured use

### Green-Grass Golf Clubs

For clubs, programming is the primary driver of year-round engagement and member value. Indoor golf should integrate seamlessly into the club calendar, supporting instruction, offseason practice, and social connection without creating scheduling friction.

### Best practices we see at clubs include:

- + Clear scheduling rules for lessons, leagues, and member access
- + Simplified technology workflows for coaches and staff
- + Programming designed to support retention, instruction, and offseason participation

### Commercial Indoor Golf Facilities

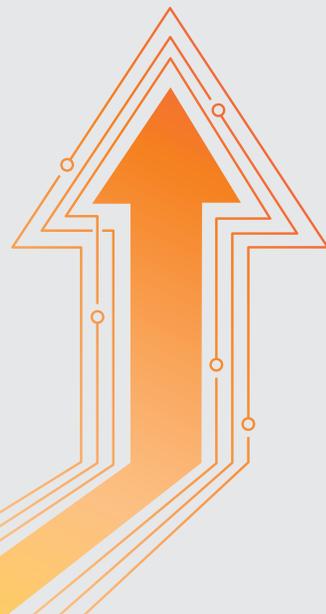
Commercial operators face concentrated demand during peak hours. Facilities that sustain utilization rely on repeatable programming and operational efficiency, rather than constantly chasing new customers.

### Effective commercial strategies include:

- + Leagues and recurring events that drive weekly traffic
- + Staffing models that balance service quality with throughput
- + Tracking utilization, repeat visits, and revenue per bay to guide adjustments

Across both club and commercial environments, the most successful facilities treat programming and operations as ongoing levers, not one-time decisions.

At Design2Golf, we find that facilities that regularly evaluate performance and refine their approach are far better positioned to maintain momentum long after opening day.



SECTION  
**2**

# Case Studies: Leading Indoor Facilities



The indoor golf market continues to evolve rapidly and so do the facilities leading that evolution. We have partnered with notable private clubs, academies, and premium commercial operators across the country to design and deliver indoor golf environments shaped by the latest thinking in performance, hospitality, and technology integration.

The projects featured in the following section, including Golf Digest's #1 ranked practice facility in the U.S., demonstrates how today's top indoor golf spaces are being intentionally designed around their users. From green-grass learning centers focused on year-round instruction and player development, to high-end commercial venues blending performance, entertainment, and operational efficiency, each project reflects a tailored approach, not a one-size-fits-all solution.

These recent installations highlight how thoughtful space planning, integrated technology, and brand-driven design come together to create environments that are visually compelling, operationally efficient, and built to perform. As you review these projects, consider how similar strategies could elevate member value, improve utilization, and position your facility at the forefront of the indoor golf market.

*Case Study:*

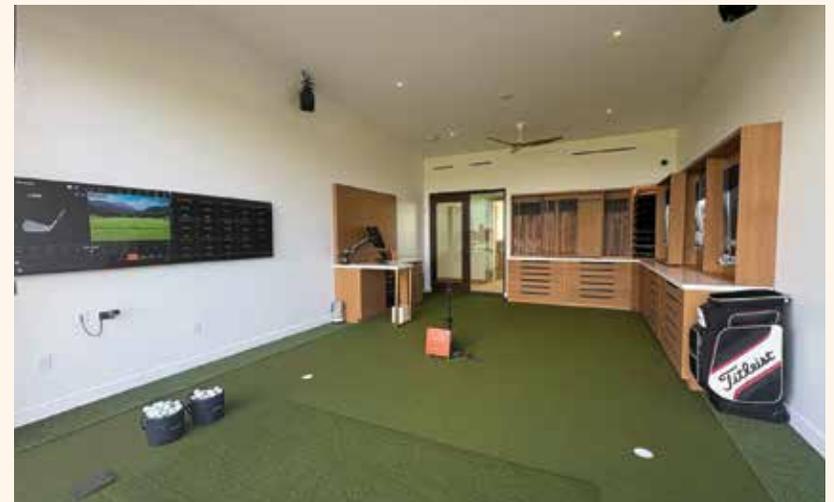
# Apogee Golf Club

Location	Date Opened	Facility Type	Number of Bays
Indiantown, FL	November 1, 2025	Green Grass	10

Design2Golf partnered with Apogee Golf Club to design and deliver a state-of-the-art, 10-bay indoor-to-outdoor learning center purpose-built for elite instruction and year-round player development. Apogee was recently recognized by Golf Digest as the #1 practice facility in the United States, further reinforcing the club's commitment to excellence in player development.

Designed to seamlessly integrate with Apogee's world-class golf course and practice environment, the learning center features a comprehensive suite of high-performance coaching technology. This offering includes Trackman 4 and Foresight GC Quad launch monitors, Swing Catalyst dual motion plates, high-speed analysis, SAM PuttLab, PuttView, and fully integrated one-touch automation. Each bay is additionally equipped with centralized AV control, integrated lighting, and multiple displays delivering real-time data, video feedback, and an immersive coaching and practice experience.

The facility was intentionally designed around flow, spacing, and instructional efficiency. Clean sightlines, refined finishes, and custom roll-down impact screens create a premium environment that reflects Apogee's commitment to excellence. A centralized technology infrastructure ensures long-term reliability and ease of use for both staff and players. The result is a flagship indoor learning center that strengthens Apogee's commitment to player development while delivering an elevated, seamless member experience, indoors and out.



# 2

cont'd  
Case Studies

## Case Study:

# Franklin Bridge Performance Institute

Location	Date Opened	Facility Type	Number of Bays
Franklin, TN	April 1, 2025	Performance Center	2

Design2Golf partnered with Franklin Bridge Golf Club to design a brand-new learning center that features two innovative, technology-driven coaching bays.

Designed as a premier learning center, this facility is outfitted with cutting-edge Trackman launch monitor technology to deliver precise swing data and analytics. The bays feature advanced high speed swing camera systems, one touch automation, integrated lighting, and a centralized AV setup for seamless control. Multiple TVs and monitor displays offer real-time feedback and immersive training experiences, while a custom roll-down impact screen adds to the sleek, functional design. From concept to completion, our team provided full design and installation services, creating a high-performance environment tailored for instruction, analysis, and player development.

This new learning center extends the club's golfing season and creates a new learning hub for golfers looking to take their game to the next level through cutting-edge amenities that cater to both serious players and casual enthusiasts alike.



Scott Hasse, PGA  
Franklin Bridge  
Performance Institute

*"We are very pleased with our professional buildout from D2G for our new Learning Center we just opened. All the details were well thought out and fit with our goals for our usage of the space! Our students and clients have said this Learning Center is better than all the private clubs in town!"*

Case Study:

## Bob O'Link

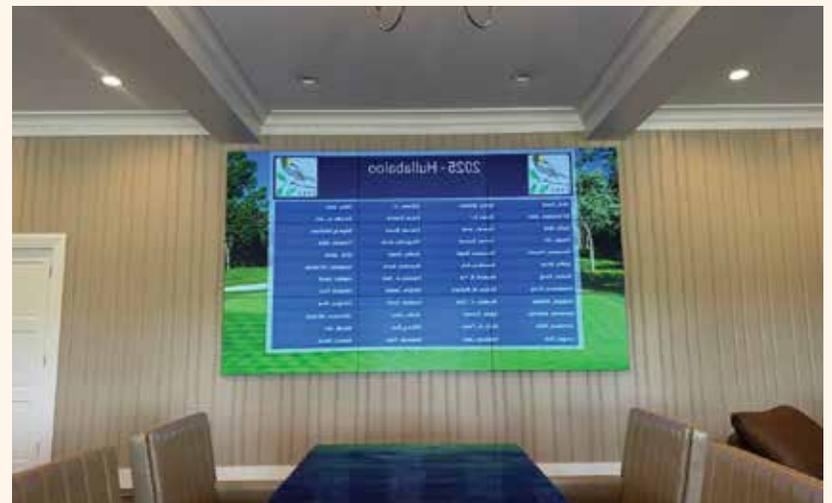
Location	Date Opened	Facility Type	Number of Bays
Highland Park, IL	December 10, 2024	Green Grass	2

Design2Golf partnered with Bob O'Link, one of the top-ranked private clubs in Illinois, to create an innovative, technology-driven indoor golf center that gives members a premier space to play and practice as part of the club's amenities.

This installation reflects Bob O'Link's commitment to offering its members best-in-class training environments supported by advanced technology and expert instruction. Each bay is equipped with TrackMan iO, delivering precise club and ball data, virtual course play, and versatile practice modes that elevate engagement and accelerate improvement. High-speed swing cameras and zoned surround-sound audio further enrich the experience, while one-touch iPad automation provides effortless control of the entire system.

One of the standout features of this build is the inclusion of two nine-screen TV video walls, creating an immersive entertainment environment for members to enjoy while using the space.

This technology-driven center enhances Bob O'Link's ability to deliver personalized instruction, club fitting, and year-round play and practice offering members a cutting-edge facility designed for both improvement and enjoyment.



# 2

cont'd  
Case Studies

## Case Study:

# Ace Golf Club

Location	Date Opened	Facility Type	Number of Bays
Chicago, IL	March 1, 2025	Performance & Entertainment Center	12

Design2Golf partnered with Ace Golf Club to create an innovative, technology-driven golf entertainment and performance center featuring 12 state-of-the-art simulator bays. The club, which opened March 1, 2025, is Chicago's largest private indoor golf and social club. Nestled between West Loop and Fulton Market District, the two story facility provides technology you won't find at other indoor golf centers in the area. As you step into the facility, a sophisticated ambiance greets you, reflecting their commitment to providing their members with the best indoor golf experience with country club exclusivity.

In addition to golf simulators, Ace Golf Club provides the latest in game improvement technology including pressure mats and swing cameras. High-speed cameras are paired with 3D AI technology to help club members improve accuracy and consistency.

Members will benefit from D2G's proprietary "One-Touch Automation" that provides a simple and user friendly way to control the simulator bays with an iPad. Ace clients can now easily control the simulator, projector, TVs, monitors and computer with one device. In addition to automation, the simulator bays are equipped with 4K projectors that provide members with an immersive viewing experience.



*Case Study:***18Lab Golf**

Location	Date Opened	Facility Type	Number of Bays
Westlake, OH	March 10, 2025	Performance Center	6

Design2Golf partnered with 18Lab Golf in Westlake, OH to create an innovative, technology-driven golf improvement center featuring six state-of-the-art simulator bays.

This comprehensive installation aligns perfectly with 18 Lab Golf's mission to revolutionize golf training through advanced technology and expert coaching. Each bay is equipped with Trackman simulators, offering precise club and ball data, virtual course play, and versatile practice modes for enhanced student engagement and improvement opportunities. SportsBox Ai was also integrated in multiple bays to provide coaches and students will access to 3D motion data to easily correlate body movement to ball flight.

In addition to the simulator bays, the facility features a custom putting green for short game practice. This multi-bay setup not only enhances Lab 18 Golf's capacity for personalized instruction and club fitting but also provides students with a cutting-edge facility for year-round skill development.



# 2

cont'd  
Case Studies

Case Study:

## Studio Golf Club

Location	Date Opened	Facility Type	Number of Bays
El Paso, TX	December 1, 2023	Performance Learning Center	5

Design2Golf partnered with Studio Golf in El Paso to create an innovative, technology-driven golf improvement center featuring five state-of-the-art simulator bays. This comprehensive installation aligns perfectly with Studio Golf's mission to revolutionize golf training through advanced technology and expert coaching. Each bay is equipped with Trackman simulators, offering precise swing analysis, virtual course play, and versatile practice modes.

The project also incorporated Studio Golf's unique touchscreen kiosk system, PuttView technology, and integration with their OxeFit smart gym, creating a holistic training environment. This multi-bay setup not only enhances Studio Golf's capacity for personalized instruction and club fitting but also provides members with a cutting-edge facility for year-round skill development.



*Case Study:***Bears Club**

Location	Date Opened	Facility Type	Number of Bays
Jupiter, FL	September 25, 2023	Learning Center Renovation	2

Design2Golf undertook a specialized renovation project at the prestigious Bear's Club in Jupiter, FL, focusing on modernizing their Learning Center with state-of-the-art golf teaching and club-fitting bays. This double-bay installation was meticulously designed to complement Jack Nicklaus's vision of unparalleled quality and the club's commitment to excellence. The simulator seamlessly integrates with the club's natural surroundings, featuring advanced technology that allows members to practice and analyze their swings in a highly realistic virtual environment. One of the most important aspects of this project was seamlessly integrating all of their technology including TrackMan, Foresight, Full Swing, Swing Catalyst, and GEARS 3D motion capture. This learning center not only modernizes the Learning Center but also provides year-round training capabilities, further cementing The Bear's Club's status as a premier golfing destination that blends tradition with cutting-edge member amenities.



# 2

cont'd  
Case Studies

## Case Study:

# Trio Entertainment

Location	Date Opened	Facility Type	Number of Bays
Oskaloosa, IA	November 27, 2024	Indoor Entertainment Center	3

Design2Golf partnered with Trio Entertainment Venue on a project from EVOLVE Hospitality to design and install three custom golf simulators that would be an integral part of their new indoor sports complex. The sports and entertainment focused atmosphere features two indoor tennis courts, four pickleball courts, a three-screen movie theater, and full service restaurant and bar with indoor/outdoor seating for up to 200 customers.

The three golf bays were custom designed to provide Trio Entertainment's customers with an innovative, technology-driven experience offering the latest in indoor golf technology. Each bay is equipped with the Uneekor EYE XO2 technology and provides customers with enhanced viewing opportunities with multiple displays. This combination offers users an amazing virtual play and practice experience. The golf simulators are powered by Design2Golf's centralized AV and one touch automation providing more spacious bays and an unparalleled, and simplified user experience.



Bob D.  
Owners Representative

• *“Building a first of its kind facility demanded a first-class product. Design2Golf was great to work with throughout the design process in specifying the right equipment for our facility. The turnkey solution was not only first-class quality but was budget friendly as well. Feedback has been phenomenal throughout our soft openings over the past couple of weeks. Thanks for being part of the project!”*

SECTION  
3

## The Latest Technology Trends in Indoor Golf

At Design2Golf, we closely track how technology is shaping today's high-end indoor golf facilities. These tools are no longer evaluated on performance specs alone, they're judged by how well they drive utilization, engagement, operational efficiency, and recurring revenue.

Leading private clubs and premium commercial venues now approach technology selection with a strategic mindset. The focus has shifted to systems that elevate the experience, support multiple use cases, and scale over time. When the right technology stack is planned upfront, it enhances the customer journey while reducing friction, protecting capital investment, and accelerating ROI.

We find that what separates top-performing facilities is not how much technology they install, but how intentionally it's deployed. The trends that follow represent the most impactful technology categories driving results in successful indoor golf environments today.



## TREND 1: Launch Monitors: The Foundation of the Experience

The launch monitor conversation has quickly evolved beyond accuracy alone. Our customers are selecting platforms such as TrackMan, Foresight Sports, Uneekor, and TruGolf based on how well they support instruction, clubfitting, self-guided play, leagues, and entertainment, all within a reliable ecosystem.

For performance based programs, launch monitors must support coaching workflows, provide data consistency, and support player development. For commercial facilities, ease of use, fast bay turnover, and reliability during peak hours are critical.

### Keys to Selecting a Launch Monitor

Today's leading clubs and commercial operators are choosing platforms not just for data accuracy, but for how well they integrate into the space, support multiple use cases, and deliver a refined, intuitive experience.

Our brand-agnostic approach allows us to recommend launch monitor solutions that align with your floor plan, audience, business model, and long-term vision, not a one-size-fits-all platform.



## What's Driving Launch Monitor Decisions Today



### Space First vs. Technology First

A foundational question is whether the facility is designed around a specific launch monitor, or the technology must fit an existing space. Ceiling height, bay depth, bay width, circulation, and aesthetics all influence whether a ceiling-mounted or ground-based system is the right fit. At Design2Golf, we see top facilities prioritize clean design and flexibility, making this decision critical to both form and function.

### Brand Recognition & Market Perception

Today's golfers, especially in premium environments, are more educated than ever. Recognizable brands can influence trust and perceived value before a shot is hit. While brand alone shouldn't drive the decision, alignment with customer expectations and positioning matters in high-end facilities.

## TREND 1: Launch Monitors: The Foundation of the Experience *(cont.)*

### Software Ecosystem & Use-Case Alignment

Modern launch monitors are increasingly defined by their software. Facilities must evaluate whether platforms support:

- + Coaching and lesson workflows
- + Leagues and organized play
- + Social and entertainment formats
- + Third-party integrations (e.g., GSPPro, expanded course libraries)
- + Data continuity and online competition
- + High-performing facilities select ecosystems that maximize utilization, not just features.

### Ease of Use & Operational Simplicity

Ease of use is now a top priority. Intuitive interfaces, minimal setup, and reliable performance reduce staff intervention and support self-guided use. This is especially critical in commercial environments and extended-hour club access models.

### Course Library & Experience Differentiation

For entertainment-driven and hybrid facilities, a robust and differentiated course library is a proven engagement driver. Access to premium or exclusive courses, paired with high-quality graphics and seamless gameplay, can create meaningful competitive separation.



### Support, Reliability & Long-Term Ownership

We recommend self-contained launch monitor systems that are easier to support, service, and replace. Simplified hardware and responsive support reduce downtime, protect bay utilization, and safeguard long-term ROI.

Choosing the right launch monitor starts with understanding your space, audience, and business model. Our team can help: <https://www.design2golf.com/contact-us/>

## TREND 2: 3D Motion Capture: From Advanced Tool to Performance Standard



The 3D motion capture landscape has evolved rapidly over the past two decades, from wired systems, to wearable sensors, to today's markerless and hybrid solutions. 3D systems are now a core component of the most respected coaching programs.

### Key Considerations When Selecting a 3D Motion System

When Design2Golf works with clients to evaluate 3D systems, we focus on the following key features and use cases:

- + **Degrees of Freedom**  
Do you need basic kinematic insights (3DOF), or full 6DOF data with detailed positional and rotational tracking throughout the swing?
- + **Training vs. Analysis**  
Will the system be used primarily for motion analysis and reporting, or for real-time biofeedback and training that influences movement patterns?
- + **Mobility vs. Permanence**  
Does the system need to be portable for use on the range, short game area, or fitting bay or permanently installed in a performance studio?
- + **Scalability & Ease of Use**  
Can multiple coaches or bays use the system without adding operational complexity?

### Leading 3D Motion Capture Platforms in Today's Market

Several systems are gaining traction in high-end indoor golf facilities, each serving a distinct role:

- + **SportsBox AI**  
Markerless, camera-based capture with fast setup and strong scalability, well suited for clubs and commercial facilities seeking broad adoption.
- + **GEARS**  
A biomechanical system used for elite analysis, fittings, and high-touch performance programs. New hybrid systems reduce reliance on full-body markers.
- + **GASP 3D (Powered by Theia)**  
High-fidelity, research-grade motion capture focused on deep biomechanical insight.
- + **4D Motion**  
Wearable inertial sensor system delivering detailed kinematic data. The new player vest enables biomechanical data capture during on-course play.
- + **K-COACH**  
A widely adopted wearable solution balancing portability, insight, and ease of coaching integration.

## TREND 3: Force Plate Technology: GRF is a Competitive Advantage

At Design2Golf, we help many clubs indoor centers integrate ground reaction force (GRF) technology into their performance-driven environments. In today's high-end indoor golf market, focused on instruction and player development, they have become a key differentiator.

Force plate analysis allows coaches to quickly identify the root causes of power, speed, and consistency issues by measuring how a player interacts with the ground. These insights support more efficient instruction, stronger player buy-in, and the ability to deliver higher-value assessments and coaching programs.

### GASP 3D Force Plate Systems

Design2Golf is the exclusive U.S. distributor of GASP force plate systems. While we acknowledge that makes us biased, it's a position grounded in performance and application. In the high-end instruction and research space, GASP 3D systems are widely regarded as the benchmark for golf-specific GRF analysis.

GASP's dual-plate configuration allows coaches to analyze force production under each foot independently, as well as in combination, an essential requirement for accurate golf biomechanics.

### Key capabilities include:

- + Dual force plates measuring left, right, and combined forces
- + Vertical, horizontal, rotational, and torque-based metrics
- + Center of pressure and center of mass tracking
- + High-frequency data capture (up to 1000 Hz) for precise sequencing
- + Portable design with no permanent mounting required
- + Full synchronization with high-speed video, launch monitors, and 3D motion capture

A major differentiator of the GASP system is its ability to measure forces and torques relative to the player's center of mass, providing insight that goes far beyond the industry standard. GASP offers five unique force plate offerings that cater to every level of coach, facility set up and price point. These systems include:

- + GASP Research
- + GASP Research Power
- + GASP Portable
- + GASP Studio
- + GASP Studio XL

### Ground Reaction Force - Pushing Revenue

Our force plate customers tend to see the strongest results when technology is positioned as part of a structured evaluation and coaching pathway, not as a casual add-on. Facilities using ground force diagnostics as part of assessments, fittings, and improvement plans often report increases in lesson engagement and fitting activity within months of initial operation.

For more information or to schedule a demo, contact D2G here: <https://www.design2golf.com/contact-us/>



## TREND 4: Beyond Golf - Creating a Multi-Sport Environment

Beyond play and practice, today's simulators are increasingly designed to support complementary multi-sport and entertainment experiences. Our team is seeing more forward-thinking clubs and indoor centers use multi-sport strategically to broaden appeal, increase off-peak utilization, and enhance overall member and guest value, without diluting the core golf experience.

What makes multi-sport a true technology trend is how far simulator platforms have evolved. With the right design plan, facilities can now deploy multiple sports within the same simulator bay, using shared hardware, unified software, and centralized AV control.

Platforms such as TruGolf exemplify this shift. Purpose-built multi-sport experiences, intuitive interfaces, and skill-based gameplay allow facilities to engage golfers and non-golfers alike while maintaining a refined, premium presentation. When paired with high-quality visuals and automation, multi-sport feels like a natural extension of a luxury indoor golf environment.

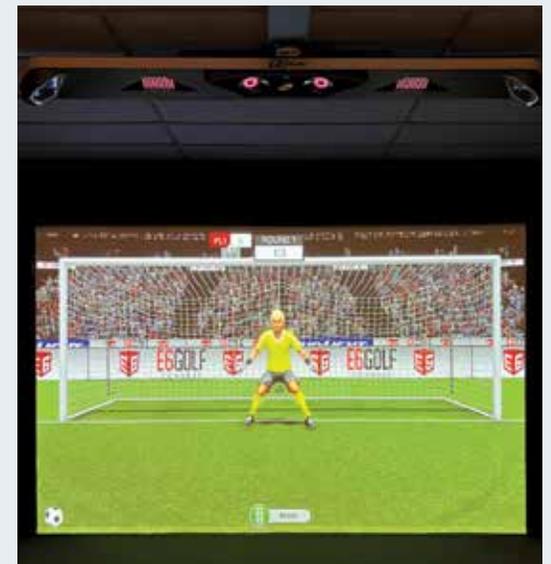
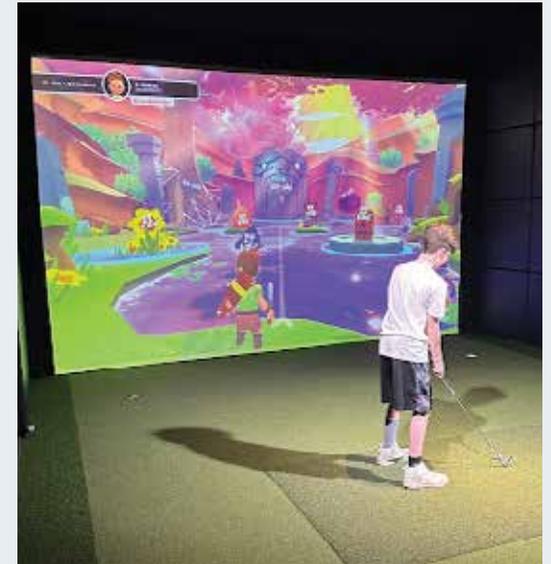
### Multi-sport Options Commonly Deployed in Simulator Bays

- + **Golf** – Practice, play, virtual courses, games, leagues, and tournaments
- + **Soccer** – Penalty kicks, free kicks, accuracy and reaction drills
- + **Hockey** – Shooting accuracy and reaction training
- + **Baseball / Softball** – Hitting, pitching, and timing simulations
- + **Football** – Quarterback throwing drills and target games
- + **Lacrosse** – Shooting and accuracy-based scenarios
- + **Cricket** – Batting simulations and skill challenges
- + **Dodgeball / Target Games** – Interactive, family-friendly experiences
- + **Arcade & Skill Games** – Darts, bowling-style, and carnival-inspired games

From a business standpoint, we are finding multi-sport applications supporting a more resilient utilization model. Considering multi-sport as part of your strategy?

Our team can help:

<https://www.design2golf.com/contact-us/>



## TREND 5: Elevating Short-Game Performance Indoors



As indoor facilities mature, putting technology has become a defining differentiator, particularly in high-end club learning centers and performance-driven environments. Leading facilities and top coaches now recognize that measurable improvement, and member satisfaction, is driven as much by short-game development as full-swing analysis. As a result, putting analytics are no longer supplemental; they are core components of a complete performance ecosystem.

We work closely with clients to integrate industry-leading systems such as SAM PuttLab, SAM Studio, Quintic, PuttView, and TourPutt into purpose-built putting zones, performance studios, and hybrid simulator environments.

- + **SAM PuttLab & SAM Studio** remain gold standards for stroke analysis and coaching workflows
- + **Quintic** excels in high-speed ball roll, launch, and face dynamics
- + **PuttView** has gained traction for augmented-reality training and green-reading visualization
- + **TourPutt** resonates with facilities seeking realistic practice combined with engaging, competitive formats

For green-grass clubs, these tools support structured coaching pathways and long-term player development. For commercial facilities, they enable premium evaluations, short-game programs, and differentiated lesson offerings that extend well beyond simulator play.

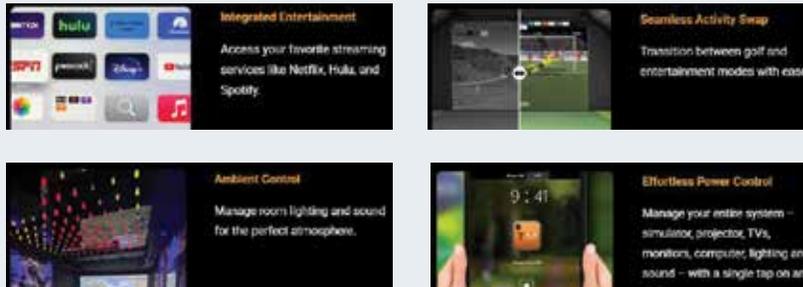
### What's Defining the Trend

High-performance facilities are pairing technology with adjustable platforms, realistic turf, and immersive visual feedback to create experiences that feel authentic, refined, and coaching-forward.

When thoughtfully designed and programmed, putting technology reinforces a facility's credibility as a complete performance destination. These systems elevate the member experience, support premium pricing, and address one of the most impactful areas of the game.

The Design2Golf team can help you plan and execute a putting experience that aligns with your space, coaching model, and long-term goals.

## TREND 6: One-Touch Automation: Simplifying the Indoor Golf Experience



Today's most successful facilities rely on centralized control platforms, typically operated via a wall-mounted keypad or iPad, that manage the entire environment from a single interface. Instead of juggling remotes, apps, or manual adjustments, one-touch automation allows members, guests, and staff to control the space confidently, regardless of technical skill. This is especially valuable in facilities offering leagues, corporate events, extended hours, or self-guided access.

### What One-Touch Automation Enables

- + Instant startup and shutdown of simulator bays and launch monitors
- + Control of projectors, TVs, and streaming devices from one interface
- + Operation of roll-up doors in indoor-to-outdoor learning centers
- + Integrated lighting and audio presets for lessons, leagues, events, or open play
- + Seamless switching between golf, entertainment, and social modes
- + Central control of music, live TV, and digital content routing

### Why It Matters

- + Faster bay turnover and smoother transitions between use cases
- + Reduced staff training and fewer operational errors
- + Consistent, premium experience across all bays and zones
- + Strong support for self-service and extended-hour access models

For green-grass clubs, one-touch automation supports member self-use, instructional efficiency, and seasonal programming shifts. For commercial facilities, it enables higher throughput during peak hours while maintaining control, consistency, and polish.

At the design level, this trend reflects a broader shift in indoor golf: technology should feel invisible, intuitive, and effortless. Facilities that embrace one-touch automation create environments that are easier to operate, easier to scale, and far better positioned to deliver a true luxury experience.

Learn more about the benefits of automation:

<https://www.design2golf.com/automations/>



## TREND 7: A Brand-Agnostic Technology Strategy








A brand-agnostic approach means selecting technology based on outcomes. In today's indoor golf market, no single platform solves every challenge across performance, entertainment, and operations. Leading facilities choose technology based on how well it supports their business model, space, and customer expectations.

Clients often come to us with a preferred technology in mind. What's frequently missing is an understanding of how that system performs in real-world environments, how it integrates with other platforms, and where limitations may impact design, flow, or ROI. Our role is to clarify those trade-offs so decisions are informed and future-ready.

There is no silver bullet. Every platform has strengths, limitations, and ideal use cases. Whether technology is driving the design, or design is driving the technology, our brand-agnostic approach ensures the solution fits the facility, not the other way around.

### Technology Categories We Evaluate and Integrate

- + Launch monitors (radar vs. camera, ceiling vs. ground-mounted)
- + Force plates systems
- + 3D motion capture (markerless, wearable)
- + Putting technology and adjustable platforms
- + Multi-sport simulation and entertainment software
- + Automation and centralized AV control
- + Cameras, projectors, PCs, and integrated software ecosystems
- + Bay booking and POS software systems

By evaluating how these systems work together, not in isolation, Design2Golf helps facilities deliver a seamless, premium experience while avoiding costly missteps, supporting performance, operational simplicity, and long-term ROI.

Learn more about D2G technology:  
<https://www.design2golf.com/technology/>

# 5 Key Questions That Define a Successful Indoor Golf Facility

## Question 1: How Much Space Does an Indoor Golf Facility Really Need?

This is one of the most first questions we hear on the initial consultation call. The amount of allocated space directly impacts build-out costs, programming flexibility, user experience, and long-term ROI. Today's indoor golf facilities range from single performance studios to comprehensive learning and entertainment environments exceeding 10,000 square feet.

The right footprint depends on how the space will be used, who it's designed for, and how it fits within the broader club or commercial offering.

### Key Questions to Right-Size Your Facility

Before finalizing square footage, we help clients evaluate:

- + Which launch monitor or simulator technology will be used
- + Desired bay dimensions and whether they support that technology
- + Number of simulator bays in phase one, and expansion plans
- + Additional amenities planned for the space (*short game, seating, coaching zones*)

- + How members or guests should move through the facility
- + Whether the environment should feel open and social or private and instruction-focused

### How Technology Selection Impacts Space Planning

Launch monitor and simulator selection is one of the biggest drivers of square footage. Radar- vs. camera-based systems and ceiling- vs. floor-mounted solutions all carry different requirements for bay depth, width, ceiling height, and spacing. We often see projects succeed, or struggle, based on whether technology decisions were aligned with space constraints early in the process.

### Determining Overall Facility Size

Once bay dimensions and technology needs are defined, total square footage is calculated by layering in:

- + Circulation and player flow
- + Seating and observation areas
- + Coaching and support spaces

- + Short game or putting areas
- + Additional facility amenities

The bay size examples that follow provide a practical starting point for estimating total space needs and determining what's feasible within an existing footprint or potential location.

PROONENT GROUP	
How many square feet of space do you occupy for your indoor facility:	
Average .....	5,093
Median .....	3,000
High.....	22,000
Low .....	900
Average revenues per square foot:	
Average .....	\$151
Median .....	\$155
High.....	\$381
Low .....	\$30

## Question 1: How Much Space Does an Indoor Golf Facility Really Need? (cont.)

The chart below shows square footage based on bay size, expanded seating options and number of bays.

Bay Width	Bay Length	1 Bay	2 Bays	3 Bays	5 Bays	10 Bays
12'	20' (no seating)	240 sq. ft.	480 sq. ft.	720 sq. ft.	1200 sq. ft.	2400 sq. ft.
12'	30' (additional seating)	360 sq. ft.	720 sq. ft.	1080 sq. ft.	1800 sq. ft.	3600 sq. ft.
13'	20' (no seating)	260 sq. ft.	520 sq. ft.	780 sq. ft.	1300 sq. ft.	2600 sq. ft.
13'	30' (additional seating)	390 sq. ft.	780 sq. ft.	1170 sq. ft.	1950 sq. ft.	3900 sq. ft.
14'	20' (no seating)	280 sq. ft.	560 sq. ft.	840 sq. ft.	1400 sq. ft.	2800 sq. ft.
14'	30' (additional seating)	420 sq. ft.	840 sq. ft.	1260 sq. ft.	2100 sq. ft.	4200 sq. ft.
15'	20' (no seating)	300 sq. ft.	600 sq. ft.	900 sq. ft.	1500 sq. ft.	3000 sq. ft.
15'	30' (additional seating)	450 sq. ft.	900 sq. ft.	1350 sq. ft.	2250 sq. ft.	4500 sq. ft.
16'	20' (no seating)	320 sq. ft.	640 sq. ft.	960 sq. ft.	1600 sq. ft.	3200 sq. ft.
16'	30' (additional seating)	480 sq. ft.	960 sq. ft.	1440 sq. ft.	2400 sq. ft.	4800 sq. ft.
17'	20' (no seating)	340 sq. ft.	680 sq. ft.	1020 sq. ft.	1700 sq. ft.	3400 sq. ft.
17'	30' (additional seating)	510 sq. ft.	1020 sq. ft.	1530 sq. ft.	2550 sq. ft.	5100 sq. ft.
18'	20' (no seating)	360 sq. ft.	720 sq. ft.	1080 sq. ft.	1800 sq. ft.	3600 sq. ft.
18'	30' (additional seating)	540 sq. ft.	1080 sq. ft.	1620 sq. ft.	2700 sq. ft.	5400 sq. ft.

\* Please note the above square footage is for simulator square footage only.

For more information on what bay dimensions would work best based on technology, please contact us here: <https://www.design2golf.com/>

# 4

cont'd  
5 Key  
Questions

## Question 2: Who Is My Competition and How Should I Position My Facility?

It's critical to understand your competitive landscape and how you want your facility to be perceived. We find that the most successful businesses and clubs start with clear market positioning, especially as the industry becomes more crowded and segmented between performance-driven centers and entertainment-focused venues.

Most facilities fall into one of three models:

- + Premium, experience-led environments built around coaching, performance, and luxury design
- + Volume-driven venues competing on hourly play and aggressive pricing
- + Hybrid models that combine premium instruction and technology with leagues, group play, and off-peak accessibility

### Key Competitive Questions to Answer Early

The following are some key questions that will help you evaluate your local market landscape:

- + How many indoor golf options exist within a 30–45 mile area?
- + Are competitors performance-focused, entertainment-focused, or hybrid?



- + How do they price services—hourly, memberships, coaching packages, or bundles?
- + Is the business centered on instruction and development or simulator rentals?
- + What technology stack are they using (launch monitors, automation, putting tech)?
- + Are launch monitors ceiling-mounted or ground-based, and how refined is the setup?
- + Do they offer short game and putting, or only full-swing bays?
- + What does the experience feel like—clean and premium, or cramped and noisy?
- + Are there elevated amenities such as lounges, food and beverage, events, multi-sport, or fitting?
- + Does the space feel intentional and branded, or generic?
- + What are customers saying in reviews about service, ease of use, atmosphere, and value?
- + Where is the gap—and how will your facility clearly stand apart?

# 4

cont'd  
5 Key  
Questions

## Question 3: What Marketing Strategy Will Drive a Strong Launch and Sustained Demand?

A clear marketing strategy is essential to building awareness, driving early adoption, and positioning the facility correctly from day one.

Indoor golf customers are informed, experience-driven, and selective. Your marketing must clearly communicate what makes your facility different, why it's premium, and how it fits within the broader golf and lifestyle ecosystem of your club or community.

### Core Elements of a Successful Launch Strategy

We find that fast, effective starts are driven by an integrated approach that includes:

- + Dedicated Website or Landing Page
- + Pre-Launch Email Campaigns
- + Targeted Social Media Campaigns
- + Local PR & Strategic Partnerships
- + Launch Events & Soft Openings

A strong marketing strategy doesn't end on opening day, it sets the tone for long-term utilization.



# 4

cont'd  
5 Key  
Questions

## Question 4: Does the Facility Create Year-Round Engagement and Member Value?



The most successful facilities are no longer seasonal amenities, they are year-round engagement engines. We see clubs and commercial operators investing in indoor golf spaces that extend relevance well beyond the traditional playing season, supporting off-season practice, winter instruction, and weather-proof programming.

Sustained engagement starts with intentional design aligned to programming. Green-grass clubs are increasingly positioned as true extensions of the outdoor operation, supporting preseason assessments, winter development, and structured training that translates directly to on-course performance. Commercial facilities drive consistent utilization through flexible programming that remains compelling regardless of weather or daylight.

### Design & Programming Elements That Support Year-Round Value

- + Weather-proof practice and instruction that eliminates seasonal drop-off
- + Structured winter programming (assessments, academies, leagues, clinics)
- + Comfort-driven design that encourages longer winter visits
- + Flexible layouts supporting instruction, practice, and small-group use
- + Competitive junior programs integrating coaching and golf-specific fitness

When simulator bays, short game areas, and coaching tools operate intuitively, instructors deliver consistent, data-driven instruction, and members gain confidence that indoor practice delivers real results.

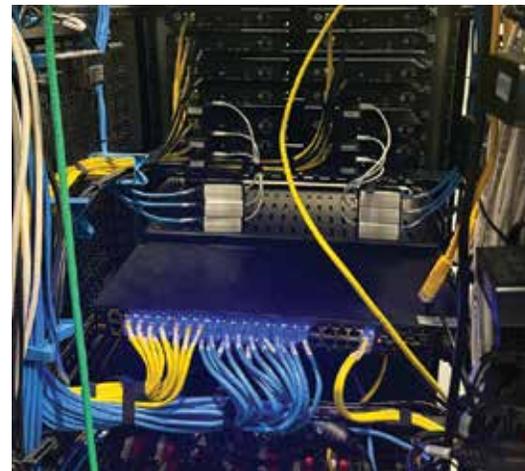
## Question 5: Does Your Technology Stack Meet and Exceed Modern Expectations?



Most operators start by selecting a launch monitor. While that decision is critical, we consistently see that it's only one piece of a much larger technology ecosystem. The most successful facilities take a holistic approach, ensuring every component works together.

Technology decisions should be guided first by the expectations of your target audience. For private clubs, this often means prioritizing performance accuracy, coaching tools, and seamless usability.

For commercial facilities, it may include immersive visuals, intuitive interfaces, entertainment options, and automation that supports efficient, high-throughput operations.



### We see leading facilities investing in:

- + Large-format displays and video walls
- + Immersive projection and graphics
- + Centralized AV and one-touch automation platforms
- + Advanced swing assessment and training systems
- + Expanded course libraries and gameplay formats

With decades of combined experience across golf technology, custom AV, and facility integration, Design2Golf helps clients make informed decisions that enhance customer satisfaction, streamline operations, and support long-term returns.

When technology aligns with design, programming, and brand positioning, it becomes a competitive advantage, not a liability.

# Technology Decision Checklist

For Indoor Golf Learning Centers & Premium Simulator Facilities

## Strategy & Audience

- Is the technology aligned with a performance, entertainment, or hybrid model?
- Does it meet the expectations of your target audience (members, elite players, casual golfers, groups)?
- Will it support year-round engagement and programming?

## Launch Monitor & Core Systems

- Does the launch monitor fit your ceiling height, bay depth, and layout?
- Radar-based or camera-based—does it align with your use case?
- Does it integrate cleanly with simulator software and coaching tools?
- Is the system proven in high-end club or commercial environments?

## Performance & Coaching Technology

- Do you need tools such as 3D motion capture, force plates, or putting analysis?
- Are these systems intuitive for coaches and easy to communicate to players?
- Can data be stored, reviewed, and tracked over time?

## AV, Automation & User Experience

- Is AV centralized to reduce in-bay hardware and improve flow?
- Can users operate bays with minimal instruction?
- Are lighting, audio, and projection controlled via one-touch automation?
- Does the system support self-service or extended-hour access?

## Operations & Support

- How easy is the system to maintain and troubleshoot?
- Are critical components accessible without disrupting active bays?
- Is long-term support reliable and responsive?

## Scalability & Future Readiness

- Can the system scale with additional bays or programming?
- Is infrastructure in place for future upgrades?
- Will this technology still feel relevant in 5–10 years?

## ROI & Long-Term Value

- Does the technology support revenue-generating programs (lessons, leagues, memberships)?
- Will it improve utilization, retention, and premium pricing?
- Is the total cost of ownership clearly understood?

SECTION  
5

## Hottest Design Trends in Indoor Golf

At Design2Golf, we closely track how technology is shaping today's high-end indoor golf facilities. These tools are no longer evaluated on performance specs alone, they're judged by how well they drive utilization, engagement, operational efficiency, and recurring revenue.

Leading private clubs and premium commercial venues now approach technology selection with a strategic mindset. The focus has shifted to systems that elevate the experience, support multiple use cases, and scale over time. When the right technology stack is planned upfront, it enhances the customer journey while reducing friction, protecting capital investment, and accelerating ROI.

We find that what separates top-performing facilities is not how much technology they install, however how intentionally it's deployed. The trends that follow represent the most impactful technology categories driving results in successful indoor golf environments today.



## TREND 1: Facility Layout - Defining Your Identity in Indoor Golf

The most successful indoor centers are designed with clearly defined zones that support their core services, whether performance-driven, entertainment-focused, or intentionally hybrid. Layout sets expectations immediately and has a direct impact on utilization, revenue, and long-term flexibility.

### Design Around Core Services

High-performing facilities start by identifying what customers are coming to do, then design spaces that support those activities efficiently.

**Performance-focused facilities** (private clubs and elite training centers) often include:

- + Instruction-optimized simulator bays
- + Golf-specific fitness or training areas
- + Club fitting and equipment evaluation zones
- + Short game or putting studios
- + Physical therapy or recovery spaces
- + Coach offices and consultation rooms
- + Restrooms and support spaces

These layouts are built to support structured improvement, assessments, and long-term player development.



**Entertainment-driven facilities** (premium commercial venues) are designed around social engagement and dwell time, often featuring:

- + Group-friendly simulator bays for leagues and play
- + Bar, lounge, and food-and-beverage areas
- + Social games such as billiards, ping pong, or shuffleboard
- + Flexible event space for parties and corporate outings

### Technology, Infrastructure & Flow

Leading facilities integrate simulators, AV, lighting, access control, and automation into unified systems that adapt to each zone's purpose. Centralized control, minimal user complexity, and infrastructure planned for future expansion are now baseline expectations.

Thoughtful bay placement, clear circulation paths, and intentional separation between active and social areas allow the space to transition smoothly throughout the day. When layout, technology, and flow are aligned, the result is an indoor golf environment that feels intuitive, efficient, and worthy of premium positioning.

## TREND 2: 24/7 Self-Service & "Unstaffed Luxury"

Extended and self-service access has become a rapidly evolving trend at both private clubs and commercial facilities. Advances in access control, automation, and centralized AV now allow operators to increase utilization beyond traditional staffed hours, often without a significant increase in operating costs.

Our team is seeing more facilities adopt flexible-hour or near-24/7 models, particularly for practice-focused use and member access.

### Core Considerations for Extended & Self-Service Access

- + Facility access control and permissions
- + Staffing strategy and remote support
- + Technology simplicity, automation, and reliability

### Logistical Facility Access

Private clubs are increasingly implementing key fob or mobile-based access systems that allow members to use learning centers or simulator bays during designated self-use hours. This enables early-morning, after-hours, and off-peak access while maintaining strict control over who can enter and when. Commercial facilities are adopting similar systems for memberships, leagues, and trusted users.

### Staffing & Support

Facilities offering self-service access should define a clear support model, issues will arise, and preparation protects both the user experience and the business.

Some facilities extend staffed hours using versatile team members who support customers while handling productive tasks such as scheduling, communications, or league administration. Others rely

on remote monitoring and security systems, allowing owners and managers to maintain visibility without being physically present.

### Technology & Simplicity

As self-guided use becomes more common, ease of use is non-negotiable. Systems must be intuitive enough for independent operation while supporting remote troubleshooting when staff are not onsite. Power interruptions, system resets, and user errors should be anticipated during planning, not discovered after launch. When proper systems are in place, D2G can handle 95% of support issues remotely. Facilities that prioritize centralized, one-touch control reduce friction for users and minimize support issues.



## Self-Service Readiness Checklist

As self-service access becomes more common, it's critical to confirm your space, technology, and operations are truly prepared.

### Facility Access & Security

- Key fob or mobile access control system
- Defined access hours by user type
- Security cameras covering entrances, bays, and common areas
- Remote monitoring capability
- Clear signage with rules and emergency contacts

### Technology & Automation

- Centralized control for simulators, projectors, and PCs
- One-touch bay startup and shutdown
- Automated lighting and audio tied to use
- Remote reset and troubleshooting capability
- Power-outage recovery process tested

### Customer Ease of Use

- Intuitive interface for first-time users
- In-room or on-screen operating instructions
- Clear guidance for switching modes
- Minimal reliance on multiple remotes

### Staffing & Support Planning

- Defined support model for unstaffed hours
- Emergency contact or help protocol
- Staff trained on access permissions and scheduling
- Routine system checks and maintenance plan

### Operations & Risk Management

- Usage policies for self-service hours
- Liability considerations reviewed
- Incident reporting process established
- Utilization tracking during extended hours



## TREND 3: Centralized AV: A Smarter Approach to Bay Design



Centralized AV has become a future-forward design standard in high-end indoor golf facilities. As the market matures, leading clubs and premium commercial venues are shifting away from visible hardware and in-bay clutter in favor of spaces that feel open, refined, and purpose-built. Moving PCs and core AV equipment out of simulator bays and into a centralized AV room elevates the experience while aligning indoor golf with luxury hospitality expectations.

### Key benefits of Centralized AV:

- + More usable bay space without bulky cabinets or exposed hardware
- + Cleaner sightlines and improved circulation for players and instructors
- + Reduced risk of damage from spills, contact, or wear, especially during leagues and events

### Operational Advantages

- + Centralized AV also delivers meaningful back-of-house benefits:
- + Simplified maintenance, upgrades, and system monitoring
- + Faster troubleshooting without disrupting active bays
- + Improved reliability for extended-hour and self-service models
- + Remote system access for support teams, minimizing downtime

## TREND 4: Designing the Indoor Short Game Experience

In high-end indoor golf performance centers, the short game is no longer an afterthought. Leading private clubs and premium performance facilities recognize that scoring skills drive improvement, retention, and long-term engagement just as much as full-swing analysis. As a result, short game environments are now being intentionally designed into facilities from day one.

### Smarter Use of Space

One of the most impactful trends is how facilities are leveraging space that isn't ideal for simulators. Rather than forcing bays into every square foot, forward-thinking designs repurpose:

- + Lower ceiling areas
- + Irregular or constrained footprints
- + Transitional or underutilized zones

These spaces are ideal for putting greens, chipping stations, and pitching areas, maximizing overall utilization without sacrificing high-value simulator real estate.

### Adjustable Platforms & Modern Training Tools

Indoor short game areas are becoming far more sophisticated. Adjustable platforms, contour systems, and advanced putting technologies now allow facilities to deliver:

- + Realistic green contours and breaking putts
- + Multiple green speeds and lies
- + Pressure-based, competitive training scenarios

When paired with analytics, games, and structured programming, these zones evolve from flat practice areas into revenue-generating performance environments that support lessons, assessments, and memberships.

### A Clear Competitive Advantage

Facilities that offer a complete indoor short game experience immediately stand apart. Golfers understand that scoring happens inside 100 yards, and spaces that reflect this reality position themselves as credible, comprehensive training destinations.

When designed intentionally, indoor short game areas:

- + Improve member and client retention
- + Increase dwell time and program participation
- + Support long-term player development



## TREND 5: Brand Integration Beyond Logos



Brand identity is expressed through the entire environment, not just signage. Successful facilities use design itself to communicate exclusivity, quality, and intent the moment a guest walks through the door.

- + Materials and finishes that reflect the club or brand's character
- + Lighting that sets mood and reinforces premium positioning
- + Spatial rhythm and proportions that feel intentional and refined
- + Architectural details that signal quality without drawing attention to themselves

We recommend that brand integration begins early, well before construction or installation. We work closely with facility owners and interior designers to translate brand values into the physical design.

### Key integrations of brand into facility design:

- + Align interior finishes with the broader club or brand identity
- + Select color palettes and textures that support the desired atmosphere
- + Design bays and shared spaces to feel cohesive, not generic
- + Ensure the indoor facility feels like an extension of the overall experience

A critical part of this process is aligning how the space functions with how the brand is perceived. Subtle design decisions influence how people move, behave, and engage within the space.

### Design details that reinforce a premium experience:

- + Clean sightlines and uncluttered bays
- + Hidden infrastructure and centralized technology
- + Intentional lighting levels for instruction, social use, and events
- + Thoughtful bay privacy and spacing

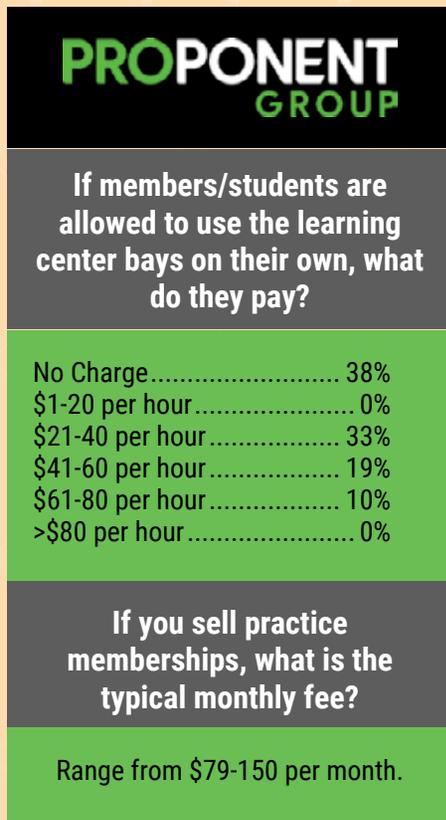
By weaving brand identity early into our design process, we help clients create spaces that are functional, future-ready, and unmistakably their own.



# Trending Business Models — Memberships, Hourly, or Hybrid?

As the indoor golf market matures, leading facilities are moving away from one-size-fits-all pricing and toward business models built around utilization, programming, and outcomes. We find the strongest results occur when operators choose a model early and allow it to drive facility design, technology selection, and staffing strategy, not the other way around.

Today's market generally falls into three models: membership-based performance centers, hourly entertainment venues, and intentionally designed hybrids. Each can work, however only when the space and technology are aligned with how golfers actually use the facility.



## Membership-Based Performance Models

### Primary Use:

*Coaching, structured practice, player development*

### Common In:

*Private clubs, academies, elite performance centers*

In performance-driven environments, memberships are built around instruction and improvement, not unlimited bay time. Simulator access supports coaching, but the real value comes from assessments, lessons, training programs, and measurable progress.

### Design Implications

- + Instruction-optimized simulator bays
- + Dedicated performance zones
- + Private consultation and review spaces

- + Optional golf-specific fitness or recovery areas
- + Short game areas

### Technology Implications

- + High-end launch monitors with coaching workflows
- + Integrated video, force plates and 3D motion capture
- + Centralized AV and one-touch automation
- + Advanced putting technology
- + Software and systems that tracks progress over time

### Why It Works

We find that membership models succeed when the facility is designed around outcomes. This supports premium pricing, strong retention, predictable revenue, and efficient bay utilization.

## Hourly / Pay-Per-Use Models

### Primary Use:

Casual play, leagues, social golf

### Common In:

Entertainment-focused commercial venues

Hourly models prioritize flexibility and accessibility. Demand is often concentrated during evenings and weekends, making throughput and operational efficiency critical.

### Design Implications

- + Open bay layouts for group play and visibility
- + Social zones with seating and food & beverage
- + Flexible space for leagues, events, and peak-hour volume

### Technology Implications

- + Intuitive launch monitors and software
- + Centralized AV and one-touch automation
- + Multi-sport and entertainment content
- + Integrated reservations and payment systems

### Why It Works

Our customers find that models win on simplicity and volume. Design and technology must minimize friction and maximize bay turnover during peak demand.

## Hybrid Models (Performance + Access)

### Primary Use:

Instruction, practice, leagues, limited entertainment

### Common In:

Modern clubs and upscale commercial venues

Hybrid models blend structured coaching with controlled access. They offer flexibility, but only when intentionally designed to prevent conflict between user types.

### Design Implications

- + Zoned layouts separating performance and social bays
- + Flexible spaces that shift between lessons and leagues
- + Thoughtful circulation balancing privacy and energy

### Technology Implications

- + Ceiling-mounted launch monitors for mixed use
- + Centralized AV and access control
- + Software supporting both coaching and play
- + Select putting and multi-sport technologies

### Why It Works

Hybrid models offer the most versatility, but only when one model clearly leads and the facility is designed to support both without compromise.

## Membership Design Checklist

Top facilities design memberships around behavior and value, not just access. The strongest models bundle instruction, structured play, and community. The following are key services you can consider when designing your membership programs:

### Core Access

- Monthly or annual simulator access
- Priority booking windows
- Off-peak or extended-hour access
- Member-only practice blocks

### Instruction & Development

- Bundled lesson credits
- Performance analysis access
- Member pricing on fittings/evaluations
- Structured improvement programs

### Leagues & Competition

- League entry included or discounted
- Member-only divisions
- Seasonal or year-round leagues
- Priority tournament registration

### Group & Social

- Guest passes
- Preferred group event pricing
- Member-only social events
- Private bay reservations

### Fitness & Training

- Golf-specific fitness or mobility
- Speed and power programs
- Coach + fitness collaboration
- Progress check-ins

### Premium Enhancements

- Enhanced or private bays
- Locker or bag storage (if applicable)
- Exclusive access windows
- Concierge-style booking

### Pricing & Structure

- Tiered membership levels
- Clear club vs. commercial differentiation
- Individual, family, or corporate options
- Alignment with capacity and utilization goals

## Business Planning with ROI Forecasting Tools

A strong indoor golf business plan is not a document, it's a decision-making framework. At Design2Golf, we see the best outcomes when planning connects design, programming, staffing, and technology to realistic revenue assumptions. When paired with ROI and utilization forecasting tools, they allow operators to test scenarios, allocate capital intelligently, and adapt as demand evolves.



PROPONENT GROUP	
Percentage of revenues generated from each of these business categories:	
Instruction .....	56%
Membership fees.....	22%
Club fitting / equipment sales .....	11%
Bay rentals league play / social events .....	6%
Food & Beverage .....	1%
Other revenue sources .....	4%

## Key Planning Principles

- + See the Whole Business: Define 12-month, 3 year, and 5-year vision
- + Strategic Positioning: Performance, entertainment, or hybrid
- + Set Priorities: Focus resources where ROI is highest
- + Manage Change: Use forecast tools to adjust quickly
- + Create Accountability: Review plan vs. actual regularly
- + Define Milestones: Membership targets, programs, expansion
- + Track What Matters: Utilization, lessons, memberships, participation

With disciplined planning and realistic ROI tools, facilities grow strategically rather than reactively. We believe the strongest indoor golf facilities are built not just with great design and technology, but with clear strategy and intentional execution.

# Concept to Launch: Designing a State-of-the-Art Indoor Golf Learning Center

Launching a new indoor golf learning center can feel overwhelming, especially for club ownership and management navigating the process for the first time. Vision, space, technology, budget, and timelines all need to align, and missteps early can create costly challenges later.

Our team has built a clear, proven process that removes guesswork and turns ideas into executable plans. From initial concept through opening day, our approach is designed to simplify decisions, reduce risk, and ensure your learning center delivers long-term value.



## Step 1

### D2G Consultation: Aligning Vision at the Leadership Level

For green-grass clubs, every capital investment must align with long-term strategy, culture, and member expectations. Our process begins with a leadership-level consultation to understand:

- + Why the club is pursuing an indoor learning center
- + How it supports instruction, player development, and year-round engagement
- + Programming goals, space constraints, and budget parameters
- + Anticipated membership demand
- + Potential expansion (future proofing)

This early alignment ensures the project is positioned correctly from the start and sets a strong foundation for informed decision-making.



cont'd  
Concept to  
Launch

## Step 2

### Define the Blueprint: Vision, Goals, and Budget

With purpose established, we work with club leadership to define what success looks like from the member's perspective:

- + How should the space feel upon arrival?
- + How will instruction and programming function day to day?
- + How will the facility be used outside of instruction (practice and play)
- + What lasting impression should the facility create?

Equally important is budget clarity. Understanding financial parameters early helps determine the project scope of work and prevents costly redesigns later. Design2Golf guides technology, infrastructure, and amenity decisions to create a realistic plan that supports vision, budget and long-term sustainability.

## Step 3

### Future-Proofing the Plan

If the long-term vision includes future expansion, we often recommend:

- + Pre-running electrical and data for future bays
- + Planning ceiling heights and bay spacing accordingly
- + Selecting sites that support growth and adaptability

This approach reduces future disruption, lowers expansion costs, and protects long-term ROI.



## Step 4

### Concept Design → 3D Visualization

With scope and budget defined, ideas become tangible.

Design2Golf's team transforms the concept into a detailed 3D digital model that captures:

- + Layout and flow
- + Simulator and technology placement
- + Key design and amenity decisions
- + Alignment with code and build requirements

#### Common learning center components include:

- + Instruction-optimized simulator bays
- + Golf-specific fitness or training areas
- + Club fitting and evaluation zones
- + Short game or putting areas
- + Coach offices and consultation rooms
- + Lounge area and restrooms

This stage allows stakeholders to visualize member experience, identify refinements, and make confident decisions before construction begins.



cont'd  
Concept to  
Launch

## Step 5

### Concept to Contractor Plans

Once the concept plans are approved by club leadership, Design2Golf produces detailed contractor plans that serve as a clear roadmap for local contractors and electricians.

These plans typically include:

- + Wall and ceiling requirements
- + Electrical and low-voltage runs
- + Blocking and mounting details
- + Outlet and infrastructure placement



## Step 6

### Production & Procurement

Once contractor plans are approved and final measurements are confirmed, our team moves into production and procurement. At this stage, we begin building all the custom components.

We operate an in-house production shop, where core system elements are handcrafted to specification. This allows for precise fit, consistent quality, and alignment with facility design.

Custom components produced and coordinated by Design2Golf include:

- + Dual impact screen systems built to bay-specific dimensions
- + Custom side-wall and ceiling protection
- + Integrated AV systems, including PCs and one-touch automation

All materials are produced and scheduled to align with the project timeline, helping keep installations efficient and on track. The result is a cleaner install, fewer delays, and a finished space that performs and presents exactly as intended.



### Project Management

Our project management team ensures a smooth and efficient process from start to finish.

## Step 7

### Project Management & Coordination

D2G project managers work directly with your contractors to:

- + Review scope and intent
- + Answer technical questions
- + Ensure work aligns with design and code
- + Ensure project is moving according to schedule



cont'd  
Concept to  
Launch

## Step 8

### D2G Installation, System Integration & Staff Training

Once the space is prepared, Design2Golf's installation and AV team brings the facility to life.

Our process includes:

- + Installation of screens, turf, wall and ceiling protection
- + Setup of projectors, launch monitors, cameras, and AV systems
- + Integration of automation, lighting, and control platforms
- + Calibration and testing of every bay
- + Staff training on all systems to ensure a successful opening

## Step 9

### World-Class Service from Concept to Completion

The gap between vision and opening day is where many projects stall. Design2Golf's role is to simplify that journey.

Our clients have direct access to:

- + Account managers
- + Designers
- + Project managers
- + Support team

The result is clarity, continuity, and confidence. With an experienced partner guiding every phase, club leadership can stay focused on the broader mission, knowing the indoor learning center is being executed by a team that's done it successfully many times before.



# Private Clubs: The Member-First Indoor Golf Playbook



A significant shift we're seeing in the industry is the increased competition for a private club member's time and attention. High-end off-course golf concepts, entertainment venues, and even at-home simulators are all competing for the same discretionary hours, especially during the off-season.

In this environment, simply adding simulator bays is no longer enough. The clubs seeing the success are those that treat indoor golf as a member engagement platform.

Importantly, private clubs do not need to compete with franchise-style entertainment venues to win indoors when they do everything right.

- + Access and convenience
- + High-quality instruction
- + A sense of community
- + Continuity with their club professionals
- + Connection, continuity, and value



## Running a Successful Member Engagement Simulator Program

We see the strongest results when indoor golf is treated as a program, not an open-access amenity. Successful clubs establish structure, expectations, and purpose around simulator use.

### What works best at private clubs:

- + Clear usage windows for lessons, member practice, and leagues
- + Programming led by club professionals
- + Simulator time tied to instruction, assessments, or development plans
- + Simple booking rules that protect access and fairness

Member engagement increases when indoor golf feels intentional, organized, and aligned with the club's teaching culture.



cont'd  
Private Clubs

## Winter Leagues & Training Programs That Members Actually Use

Winter or the high-heat of southern summers are where indoor golf proves its value. Clubs that program proactively see stronger participation and retention through the offseason.

### Effective winter programming includes:

- + Member-only simulator leagues (net, gross, team formats)
- + Skill-based divisions to keep all ability levels engaged
- + Structured winter training blocks (8–12 week programs)
- + Combined lesson + practice packages
- + Junior academies and family-friendly programs

### Why it matters

Leagues and training programs create routine, accountability, and community turning indoor golf into a weekly habit rather than a novelty.

## Don't Lose Members in the Off-Season

The biggest risk for clubs isn't competition from other clubs, it's competition for time. Off-course golf, travel, and home simulators all pull members away during the winter months.

### Indoor golf helps clubs:

- + Maintain regular touchpoints with members
- + Keep instruction relationships active year-round
- + Prevent seasonal disengagement
- + Protect dues value during the offseason

### ! Design2Golf insight:

Clubs that actively program indoor golf retain stronger member engagement and enter the outdoor season with better-prepared players.

**PROPONENT**  
GROUP

If you are at a facility with a membership: During the first two years after opening your learning center, did the facility see a measurable increase in member retention?

Yes .....	67%
No .....	7%
Don't know .....	26%



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Private Clubs

## Most Commonly Overlooked Opportunities at Private Clubs

Many clubs underutilize their simulators simply because they aren't designed or programmed intentionally.

### Common missed opportunities include:

- + No defined winter calendar or programming roadmap
- + Too much open access, not enough structure
- + Underusing simulators for assessments and evaluations
- + Lack of short-game or putting integration
- + No clear connection between indoor training and outdoor performance

### Result

Simulators sit idle during peak potential hours, or are used inconsistently without delivering meaningful member value.



## Critical Components of Member-Focused Simulators

Private clubs succeed indoors by leaning into what makes them different, not by copying entertainment venues.

### Members value:

- + Quality instruction and coaching continuity
- + Ease of access and scheduling
- + Quiet, refined environments
- + Privacy and professionalism
- + Consistency with the club's culture and brand

### What matters more than "flash":

- + Reliable, high-end launch monitors
- + Clean bay design with space for instruction
- + Integrated performance tools (video, data, short game)
- + Simple, intuitive technology operation
- + Programming that reinforces relationships, not transactions



cont'd  
Private Clubs

## Private Club Takeaway

The clubs winning indoors aren't trying to be something they're not. They're using indoor golf to extend instruction, deepen relationships, and protect member value year-round. With the right design, technology, and programming strategy, indoor golf becomes one of the most powerful engagement tools a private club can invest in.

When you're ready to evaluate how indoor golf can better serve your members, the Design2Golf team is here to help.









# LET'S TALK

Phone: 845-694-7777

Email: [contact@design2golf.com](mailto:contact@design2golf.com)

[design2golf.com](http://design2golf.com)