Topgolf Redefines Golf Lessons with New “Topgolf U” Program

The company that changed how people play golf is changing how they learn it too

Dallas, TX (PRWEB) October 01, 2014 -- Golf entertainment leader Topgolf International, Inc. today launched Topgolf U, a new golf instructional program developed to help grow the game. With lessons starting at $20, Topgolf® aims to attract a wide audience of player hopefuls, from juniors to adults and novices to experts.

Topgolf U combines the fun, high-energy environment of Topgolf with world-class, PGA-certified instructors using the latest mobile video technology from Ubersense to analyze and improve players’ swings. The lessons are being offered at all 10 existing Topgolf locations across the United States. The four types of Topgolf U lessons available include:

• Social Lessons – Priced at $20 for adults and $15 for youth, these 20-minute sessions are offered to anyone in a Topgolf bay who wants just a few quick tips. A video analysis of the student’s swing is emailed at the end of the lesson and is available for sharing on Facebook, Twitter and YouTube.
• Private Lessons – These hour-long sessions feature one-on-one instruction with a golf pro. Topgolf has partnered with sports app leader Ubersense to provide slow-motion video swing analysis. At Topgolf, the flight path of the ball is not simulated – instead, players get to see exactly where every shot lands.
• Weekly Clinics (Player Development Series) – Small group lessons, conducted once per week for four consecutive weeks, bring together players at similar skill levels. Topgolf provides separate development series lesson plans for each level as well as for juniors and ladies.
• Group/Event Lessons – Perfect for corporate entertainment or social parties, this special add-on offers professional instruction as part of the Topgolf private event experience.

“Topgolf is unlike anything else in the golf world, and we wanted to make the lesson experience just as remarkable,” said Topgolf Director of Strategic Partnerships Rodney Ferrell. “By combining the buzzing atmosphere of Topgolf with some of the finest teaching pros in the world using the latest technology, we’ve truly redefined the golf lesson. Put simply, Topgolf is making golf affordable, easy to learn and – most important – fun.”

Topgolf is the only entertainment center of its kind, offering competitive golfing games for all ages and skill levels and advanced technology to track the accuracy and distance of players’ shots. With climate-controlled hitting bays, Topgolf allows fans to enjoy playing the game year-round. The concept has been especially popular among the millennial generation, with more than half of its guests between the ages of 18 and 34. In July, Topgolf was recognized on HBO’s Real Sports with Bryant Gumbel for helping revitalize golf.

Today, Topgolf employs up to three golf professionals at each location. The company has pledged to cover the costs associated with each professional’s PGA dues and certification process.

“The introduction of Topgolf U is one of the most important things this company has ever done,” said Topgolf CEO Ken May. “The program symbolizes our commitment to spreading the love for the game of golf and making it more accessible to people of all ages and backgrounds. We look forward to expanding Topgolf U and other programs like our Summer Academy for kids, our offerings for high school golf teams, and more. This is just the beginning of the golf programming Topgolf plans to offer.”
For more information regarding Topgolf U, visit [www.topgolf.com/lessons](http://www.topgolf.com/lessons).

About Topgolf
Topgolf is the emerging global leader in golf entertainment, with 13 locations serving more than 2.7 million guests annually. Players hit golf balls containing computer microchips that track each shot’s accuracy and distance while also awarding points for hitting targets on the outfield. Each facility offers an upscale, laid-back experience that features climate-controlled hitting bays and an impressive food and beverage menu crafted by an executive chef. Mix in dynamic event spaces for groups of all sizes, and Topgolf stands as the premier entertainment complex where the competition of sport meets the neighborhood’s favorite hangout. To learn more about Topgolf, visit [www.topgolf.com](http://www.topgolf.com).
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