

IGA Indoor Golf Virtual Conference June 24th 2026

1. Simulator Technology & Equipment Optimization

Session Description:

Simulator technology is the heart of every indoor golf facility, and choosing the right systems can significantly impact both the player experience and the business's long-term success. This session will provide a practical overview of today's leading launch monitor technologies, including how they differ in accuracy, features, and price points. Attendees will also learn how simulator software platforms and licensing models affect operations and ongoing costs. In addition, the session will cover maintenance best practices, troubleshooting common issues, and strategies to ensure technology investments remain relevant as the industry continues to evolve.

Learning Outcomes:

Participants will leave this session with the ability to:

- Understand the differences between major launch monitor technologies and how to evaluate them for their facility.
- Compare simulator software platforms and licensing models to determine the best operational and financial fit.
- Implement maintenance schedules and troubleshooting practices that reduce downtime and protect equipment investments.
- Identify strategies to future-proof simulator technology purchases and upgrades.
- Make informed technology decisions that enhance player experience and operational efficiency.

Outline

- Comparing launch monitor technologies
- Software platforms and licensing models
- Maintenance schedules and troubleshooting
- Future-proofing your technology investment

2. Designing a Profitable Indoor Golf Facility

Session Description:

Designing an indoor golf facility requires more than installing simulators—it requires thoughtful planning that maximizes revenue, customer experience, and operational efficiency. This session will explore the key elements that contribute to a successful and profitable indoor golf venue. Attendees will learn how to evaluate potential locations based on demographics and demand, design an effective layout that balances simulators, social areas, and revenue-generating amenities, and create a welcoming environment that encourages repeat visits. The session will

also address budgeting strategies for build-outs, equipment selection, and smart investment decisions that support long-term growth.

Learning Outcomes:

Participants will leave this session with the ability to:

- Identify the most important demographic and location factors when choosing a site for an indoor golf facility.
- Design a facility layout that optimizes simulator usage, customer flow, and additional revenue opportunities.
- Understand how bar, lounge, and retail areas can enhance the overall customer experience and profitability.
- Develop a realistic budget for build-out, simulator technology, and supporting equipment.
- Apply practical design strategies that increase customer satisfaction and maximize return on investment.

Outline

- Location selection and demographics
 - Layout optimization (simulators, bar, lounge, retail)
 - Traffic flow and customer experience design
 - Budgeting build-out and equipment investments
-

3. Hosting Leagues That Drive Recurring Revenue

Description:

This session focuses on creating and managing golf leagues that generate consistent revenue for indoor golf facilities. Attendees will explore different league formats and scheduling strategies, learn how to leverage technology for scoring and participant engagement, identify sponsorship opportunities, and discover ways to build strong community loyalty among league members.

Learning Outcome:

By the end of this session, participants will be able to design and operate golf leagues that boost recurring revenue, enhance customer engagement, and foster a loyal, thriving member community.

Outline

- League formats and scheduling
 - Technology tools for scoring and engagement
 - Sponsorship opportunities
 - Creating community loyalty
-

4. Building a Strong Brand in Your Market

Description:

This session focuses on developing a compelling brand for your indoor golf facility. Participants will learn how to position their business effectively—whether as an entertainment hub or a performance-focused venue—create a cohesive visual identity, use storytelling to connect with the community, and manage their reputation to build lasting trust and loyalty.

Learning Outcome:

By the end of this session, participants will be able to craft a distinctive brand identity, communicate their unique value to customers, and strengthen community engagement and long-term reputation in their market.

Outline

- Positioning: entertainment vs. performance
 - Naming, logos, and identity
 - Storytelling and community connection
 - Reputation management
-

5. Membership Models That Work

Description:

This session explores the most effective membership strategies for indoor golf facilities. Participants will learn how to structure memberships to appeal to a variety of customers, comparing monthly versus annual plans, designing tiered access levels, and implementing peak and off-peak pricing strategies. The session also covers best practices for maximizing member retention and encouraging timely renewals.

Learning Outcome:

By the end of this session, participants will be able to design and implement membership models that optimize revenue, attract a diverse customer base, and improve long-term member loyalty.

Outline

- Monthly vs. annual memberships
 - Tiered access structures
 - Peak vs. off-peak pricing
 - Retention and renewal strategies
-

6. Data-Driven Decision Making

Description:

This session teaches indoor golf operators how to leverage data to make informed business decisions. Participants will learn which key performance indicators (KPIs) to track, analyze

revenue per bay, monitor facility utilization, and measure customer lifetime value to optimize operations and profitability.

Learning Outcome:

By the end of this session, participants will be able to use data analytics to identify growth opportunities, improve operational efficiency, and maximize revenue across their indoor golf facility.

Outline

- KPIs every facility should track
- Revenue per bay analysis
- Utilization metrics
- Customer lifetime value