

# Topgolf Inks Deal for 10 Venues Across Mexico

Topgolf partnering with Ventura Entertainment to operate new venues, beginning with locations in Mexico City and Cancun

DALLAS, April 24, 2017 /PRNewswire/ -- Global sports entertainment leader **Topgolf**® today announced it will license its concept exclusively in Mexico to Ventura Entertainment, which plans to open 10 venues during the next eight years. The partnership marks Topgolf's first joint venture in North America.

"We already welcome guests and associates from our neighboring country every day," said Topgolf Entertainment Group Co-Chairman and CEO [Erik Anderson](#). "This expansion south feels like a natural step for Topgolf, and we can't wait to share our fun social experience with local residents and tourists throughout Mexico."

Through the premium experience of play, food and music, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. Guests can enjoy point-scoring golf games using microchipped balls that instantly score themselves, showing players the accuracy and distance of their shots on a TV screen in their hitting bay. The venues also feature an outstanding chef-driven menu, top-shelf drinks, big screen TVs and music in climate-controlled hitting bays for all-seasons comfort. Year-round programming includes events for kids and families, social leagues, golf tournaments, golf instruction and more.

"Ever since we walked inside a Topgolf back in 2014, we have been dreaming about the possibility of bringing this amazing concept to our country," said Ventura Entertainment Chairman of the Board Javier Molinar. "We are thrilled about the partnership and have no doubt that Topgolf will be a huge success in Mexico."

Ventura Entertainment will manage the day to day operations, working closely with Topgolf to ensure the culture, fun and excellent hospitality for which Topgolf is known is delivered. Ventura Entertainment is a privately owned company that operates more than 10 amusement parks throughout Mexico. The company has also recently opened a new attraction in Scottsdale, Ariz.

"We have found a strong partner in Ventura Entertainment," said Topgolf International COO [Zach Shor](#). "The team is skilled at delivering an excellent guest experience, and they are passionate about culture and taking care of the people who work there. We will be leaning on them to help us foster an experience that is authentic both to Topgolf and local culture."

The first Mexico venues are being planned for Mexico City and Cancun, with expected openings in 2018. Topgolf and Ventura Entertainment are also exploring potential locations in other parts of Mexico City, Monterrey and Guadalajara, among others.

Fernando Castillo from Ventura Entertainment said, "We are excited to join forces with one of the fastest growing sports entertainment companies worldwide and humbled by the trust Topgolf has put in us to develop Topgolf throughout Mexico. Our new partner has done an incredible job in creating this innovative concept that has disrupted the sport of golf and the family entertainment industry."

He added, "This is a substantial investment commitment in Mexico that will not only put Ventura Entertainment at the forefront of entertainment but also generate a significant amount of jobs across the country."

Learn more about Topgolf in the video "[This is Topgolf](#)" (English) / "[Esto es Topgolf](#)" (Spanish).

## About Ventura Entertainment

Ventura Entertainment is a leading amusement park operator based in Mexico. It offers a wide range of attractions, once in a lifetime experiences, and long-lasting memories for its visitors and guests. With ten different locations and over 2.0 million visitors Ventura Entertainment is one of the fastest growing entertainment businesses in Latin America. It currently has parks in three states of Mexico and a recently opened facility in Scottsdale, Arizona. To learn more about Ventura Entertainment and its parks visit [www.venturaentertainment.com.mx](http://www.venturaentertainment.com.mx).

## About Topgolf

Topgolf inspires the connections that bring people together for unforgettable good times. Whether it's a date night, girls' night, happy hour, work breakfast, lunch hour or any other kind of hour, Topgolf makes socializing a sport – literally. Through the premium experience of Play, Food and Music, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. Topgolf also brings interactive experiences to the community that facilitate shared moments and deep relationships through Topgolf U golf lessons, weekly leagues, The Topgolf Tour competition, KidZone parties, social and corporate team-building events, and the World Golf Tour (WGT) app. Each venue features high-tech, climate-controlled hitting bays for year-round comfort, delicious food and beverage, live events, music, hundreds of HDTVs and outstanding hospitality. With 31 venues entertaining 10.5 million Guests annually and the world's largest digital golf audience, Topgolf is creating the best times of your life both in-venue and online. To learn more about Topgolf, follow @Topgolf or visit [www.topgolf.com](http://www.topgolf.com).

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