

# Topgolf Targets First Michigan Venue Near Detroit

The global sports entertainment company expects 450,000 annual visits

DETROIT, Jan. 8, 2018 /PRNewswire/ -- Global sports entertainment leader [Topgolf®](#) today announced Auburn Hills will be home to its first location planned in Michigan. Topgolf has broken ground on the 65,000-square-foot venue, which is projected to open in winter 2018.

"We are absolutely thrilled to welcome Topgolf, a premier entertainment destination, to Auburn Hills," said Auburn Hills Mayor Kevin McDaniel. "Topgolf is the perfect complement to our entertainment district near Great Lakes Crossing Outlets. As Michigan's first location, we are honored they chose Auburn Hills. Our City Council and staff has worked diligently to support this exciting project, and we are looking forward to having them as part of our community."

Through the premium experience of play, food and beverage 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 score themselves, showing players the accuracy and distance of their shots instantly on a TV screen in their hitting bay. The venue also features 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.

"During the past few months, Detroit has gotten a taste of Topgolf, thanks to the [Topgolf Swing Suite](#) inside the MGM Grand in downtown Detroit," said Topgolf Chief Development Officer [Chris Callaway](#). "We are excited to expand our investment in the Detroit-Auburn Hills market and create great times for all at our new Topgolf venue."

Topgolf will create 500 full- and part-time jobs at this location. The new three-level venue will feature 3,000 square feet of private event space for corporate and social gatherings plus 102 climate-controlled hitting bays that can host up to six players at one time.

The 16-acre property will be located along the southwest corner of I-75 and Joslyn Road. Topgolf estimates it will serve approximately 450,000 visitors in its first year of operation. Nearly half of all Topgolf guests describe themselves as "non-golfers."

Residents can track Topgolf's progress in Detroit-Auburn Hills at [facebook.com/topgolfdetroit-auburnhills](https://www.facebook.com/topgolfdetroit-auburnhills) and @Topgolf on Twitter and Instagram.

## About Topgolf

Topgolf pioneered a technology to make golf more fun and engaging. It has since emerged as a global sports and entertainment community focused on connecting people in meaningful ways. Today, Topgolf continues to blend technology and entertainment, golfers and non-golfers, children and adults – to create an experience that makes socializing a sport for everyone. No matter the occasion or who you share it with, we believe every great time starts with play, is fueled by food and beverage, moved by music and made possible through community. Every Topgolf venue features dozens of high-tech, climate-controlled hitting bays for year-round comfort, a chef-inspired menu for year-round deliciousness and hundreds of Associates eager to help create the moments that matter. With 40 venues entertaining more than 13 million Guests annually, original content shows, next-gen simulator lounges, competitive tours, pop-up social experiences and the world's largest digital golf audience, Topgolf is truly everyone's game. To learn more and view exclusive digital content, follow @Topgolf or visit [www.topgolf.com](http://www.topgolf.com).


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