

# Topgolf Launches Community-Focused, Open-Concept Venue Design Driven by Toptracer Technology

Topgolf's first, backyard-style venue to open this spring in Augusta

DALLAS, Feb. 5, 2020 /PRNewswire/ -- [Topgolf Entertainment Group](#), a global sports and entertainment community, is teeing up a new way for fans to experience the brand's unique blend of technology and entertainment with the announcement of a new venue concept featuring an open, single-floor design. This latest venue format allows Topgolf to bring a premier entertainment destination to new markets with amenities that create a dynamic energy and feeling of fun throughout the open-plan setting. Launching this spring in Augusta, Ga., Topgolf also has plans underway to open the new venue concept in Chattanooga, Tenn. and Waco, Texas.

Featuring Topgolf's signature games powered by [Toptracer](#) ball-tracing technology in climate-controlled hitting bays, Guests of all ages can enjoy a variety of entertainment and socialization options both on the tee-line and in the distinct backyard-style outdoor area. This innovative space will feature yard games such as bean bag toss and life-sized Jenga, seating areas with fire pits, and picnic-style dining tables serving Topgolf's favorite food and beverage items alongside brand-new Americana-inspired menu choices including Boozy Milkshakes and signature chicken sandwiches. With a 13-foot programmable video wall, VIP party patios, custom localized pop art and wall murals, more than 50 big screen TVs, and a live music stage, the new venue design offers something for everyone.

"This new venue format provides our Guests with the same Topgolf fun, but in a new and innovative environment," said Topgolf Entertainment Group Chief Executive Officer [Dolf Berle](#). "Everything about these open-concept venues has been purposefully designed for energy and entertainment. We are particularly excited to join the legendary golf community of Augusta and share our Toptracer-enabled games so Guests can experience the same ball-tracing technology they see on TV when watching the major golf tournaments they know and love."

Expected to open in April 2020, Topgolf Augusta will be located in the Village at Riverwatch on Topgolf Way, marking the brand's third sports entertainment venue in Georgia alongside Topgolf Atlanta and Topgolf Alpharetta. Renderings of Topgolf Augusta are available [here](#).

"The city of Augusta has such a rich history and its impact on the game of golf is immeasurable. As Topgolf continues to do its part to grow the game, there is no better place to launch our latest venue concept than here," said Topgolf Chief Operating Officer Craig Kessler. "We are thrilled to celebrate the legacy of golf at Topgolf Augusta while introducing new people to the game in innovative ways."

As a rapidly growing sports and entertainment brand with a vibrant community of fans, Topgolf is credited with helping introduce new players to the game of golf through its variety of technology-driven experiences. This single-level design is the latest in the brand's rapidly growing range of venue experiences which include 58 technology-enabled locations across the globe, as well as the recently introduced indoor Lounge by Topgolf concept powered by Swing Suite technology.

Please visit [facebook.com/topgolfaugusta](https://facebook.com/topgolfaugusta) and follow @Topgolf on Twitter, Instagram and LinkedIn for updates on Topgolf's progress in Augusta.

**ABOUT TOPGOLF ENTERTAINMENT GROUP**

Topgolf Entertainment Group is a technology-enabled global sports and entertainment community that connects people in meaningful ways through the experiences we create, the innovation we champion and the good that we do. What began as a technology that enhanced the game of golf now encompasses a range of experiences where communities can discover common ground at brand expressions including Topgolf venues, Lounge by Topgolf, Toptracer, Toptracer Range, Topgolf Swing Suite, Topgolf Studios, Topgolf Live, World Golf Tour (WGT) by Topgolf and Driving for Good.

### **ABOUT TOPGOLF VENUES**

Topgolf venues, the first brand expression of Topgolf Entertainment Group, connect people in meaningful ways through technology, entertainment, food and beverage, and the belief that Topgolf is a place where one can discover common ground no matter the occasion. These venues feature high-tech gaming, climate-controlled hitting bays, a chef-driven menu, hand-crafted cocktails, music, corporate and social event spaces, and more. Topgolf venues entertain more than 20 million guests annually at nearly 60 locations across the U.S. and internationally.

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