



Indoor Golf Industry News

Uniting Indoor Golf for a Stronger Future

January 20, 2026

Indoor Golf Alliance News

Introducing Complete Indoor Golf Suppliers Guide and Directory

Download your free copy of the very first "Indoor Golf Directory and Suppliers Guide".

All of the resources that you need to make educated decisions for Indoor Golf.

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Simulator News

Zen Golf launches integrated Trackman solution at PGA Show 2026

Automatic simulator-driven Active Terrain movement plus Swing Stage 2.0, Zen Eye, and Putting Index will all make live debuts on Zen booth #ETC37-38

ORLANDO, USA - - Zen Golf will unveil four new core indoor golf technologies including a demonstration of an integration with the Trackman solution at the 2026 PGA Show this week, marking the most significant product milestones in the company's history.

The launches will be presented live on the Zen Golf booth #ETC37-38 in the Orange County Convention Center from January 21-23, where visitors will experience how Zen continues to raise benchmarks for putting and ball striking on slopes.

At the center of Zen Golf's 2026 product showcase is the company's pioneering Active Terrain initiative, which aims to set global quality and performance standards for the moving floor technology category.

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Marketing and Promotions

Maximizing Revenue Webinar for Indoor Golf Operators

In case you missed it – check out the 1 hour webinar "How to Maximize Revenue" with Special guest Kyle Morris – The Golf Room Sponsored by ProAgenda.

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Golf Course News

Arcis Golf and Golfzon America Form Strategic Partnership

Arcis Golf—a premier operator of 88 private, resort, and daily-fee courses in the United States—has signed a strategic partnership with GOLFZON America, a global leader in golf simulator technology. The company's courses will be added to GOLFZON America's worldwide library, allowing them to be played on state-of-the-art simulators. Initially, 10 Arcis golf courses will be showcased.

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Technology News

Clarity.Golf Introduces Cicero

Clarity.Golf today announced Cicero, a new initiative that will be introduced during the 2026 PGA Merchandise Show in Orlando. Cicero is being created specifically for PGA Members and qualified golf practitioners. "Cicero is built around a simple belief," said Bill Bales, founder of [Clarity.Golf](#). "As technology advances, the role and value of the golf professional should increase—not be eroded by cost, complexity, or abstraction."

Tournament News

Five Iron Golf Revives the Legendary Bing Crosby Clambake With Nationwide Tournament and Pebble Beach Pro-Am Prize

Five Iron Golf, the global leader in indoor golf and entertainment with locations across more than 25 major U.S. cities, is reviving one of golf's most storied traditions with the launch of [The Bing Crosby Clambake x Five Iron Golf](#), a nationwide indoor tournament that brings the spirit of the original Bing Crosby Clambake back to life, culminating in a Pebble Beach Pro-Am-style playing experience and golf getaway.

Beginning January 12, golfers at Five Iron Golf locations across the country can compete on Pebble Beach Golf Links via Trackman simulators, turning one of golf's most iconic spectator moments into a participatory tournament with real stakes.

Instructor Highlights

Proponent Group Plans New Research and PGA Section Presentations on Business Value of Golf Instruction (BVGI)

Proponent Group, the golf company that coined the term "BVGI"—for Business Value of Golf Instruction—continues to expand the sharing of its findings with management companies, PGA and LPGA sections, along with industry vendors, as interest in this data continues to grow.

Lorin Anderson, Proponent's founder, has accepted speaking invitations from a half dozen PGA of America and LPGA Sections wishing to learn more about the benefits to golf facilities and the industry overall from golfer engagement through professional instruction.

Software News

Whoosh Integrates with Pace Technology Platform to Streamline Golf Operations

Whoosh, Inc., a leading provider of modern operations software for golf, racquet and hospitality facilities, and Textron E-Z-GO LLC, a Textron Inc. (NYSE: TXT) company and provider of the [innovative Pace Technology platform](#) to optimize golf-car fleet management and operations and enhance the golfer's on-course experience, are pleased to announce that their systems are integrating to better serve their customers.

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