



Indoor Golf Industry News

Uniting Indoor Golf for a Stronger Future

February 3, 2026

Indoor Golf Alliance News

Upcoming Complimentary Webinars

Feb 5th – Introducing Indoor Golf Trade Show and Conference

Feb 11th – Hosting Leagues for Indoor Golf Operators

RSVP to phili@indoorgolfalliance.org

In case you missed any IGA Webinars, [CLICK HERE](#).

Industry Update

Golf's Statistics Get Mic Drop Moment

More people are playing more golf in more ways than any time in history.

The metrics of our game are getting their own "mic drop" moment.

Momentum across the recreational side of the U.S. golf industry remained broadly positive in 2025, and indicators continue to point to sustainability in both participation and play.

This trajectory, which began even before the pandemic, has now settled into a recalibrated, higher baseline for the game – perspective that's highlighted in NGF's newest industry overview.

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New Facility

Tee it Up: Indoor Golf Simulator Opens in Stephenville.

TEXAS -- If you enjoy playing a round of golf – or want to learn how to play – a state-of-the-art indoor golf simulator is now open in Stephenville. [Tee it Up Indoor Golf](#) is located at 2187A W. South Loop (behind HEB) and delivers an immersive indoor golf experience that rivals outdoor play.

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Simulator News

Platform Golf integrates with Trackman, Bringing Real World Conditions to Off-Course Golf

Simulators now capable of replicating surface, lie and putting conditions via Platform Golf API

NEW YORK, NY - [PLATFORM Golf](#), a leader in the golf technology space whose performance-driven products bring real-world slope, lie, and putting conditions into the simulator golf experience, announced an exciting integration with Trackman, the global leader in launch monitor and golf simulator technology. This partnership aims to unlock new, immersive golf experiences for players and operators worldwide. The announcement was made during PGA Show.

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Launch Monitor Evaluated

Tested 12 Launch Monitors Ranging From \$500 To \$5,000.

Every year, personal launch monitors become more accessible. Prices continue to drop, features improve and what once felt like a major

purchase now is an accessory many golfers are adding to their setup. We rigorously tested 12 personal launch monitors this year and one thing was clear: not all data is created equal. If you're considering a launch monitor, understanding where those differences appear can help determine which price tier makes the most sense. Here's a look at how performance changes as cost increases.

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Marketing and Promotions

GOLFZON Social Scarsdale Launches Indoor Junior Golf Camps Led by PGA & LPGA Professionals

GOLFZON Social Scarsdale is redefining junior golf instruction with the launch of its cutting-edge Indoor Junior Golf Camps—a fun, immersive, and technology-driven way for young players to learn and fall in love with the game.

Hosted in a state-of-the-art indoor environment, the camps leverage GOLFZON's industry-leading simulator technology to deliver an experience unlike traditional outdoor programs. With three distinct hitting surfaces—fairway, rough, and bunker—campers enjoy an ultra-realistic feel that mirrors playing on real grass. Advanced ball-flight tracking and performance data give juniors immediate feedback, accelerating learning and building confidence.

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Tournament News

Golf Genius and GOLFZON Announce Strategic Partnership to Support Tournament and League Play Across the Golf Simulator Market

Golf Genius, the leading worldwide provider of cloud solutions for golf professionals, facilities, tours and associations, and GOLFZON, the global leader in golf simulator technology, today announced a new strategic partnership focused on advancing tournament and league experiences in the rapidly growing golf simulator market. Under the terms of the partnership, [Golf Genius](#) is designated as the Official Tournament Management Solution for select GOLFZON competitive platforms, including the GOLFZON Tour.

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Equipment News

Callaway Tour Fitting by Five Iron Golf Offers Complimentary Fitting Access to Callaway's New Quantum Equipment Line

Golfers nationwide can experience Callaway's most advanced lineup—drivers, fairways, hybrids, and irons — with complimentary fitting on qualifying purchases at participating locations.

NEW YORK, NY — [Callaway Tour Fitting](#), a premium, coach-led club fitting experience developed by Five Iron Golf in partnership with [Callaway Golf](#), is now offering golfers fitting access to Callaway's all-new Quantum equipment line, with complimentary custom fitting included on same-day Callaway equipment purchases of \$250 or more at participating locations.

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Instructor Highlights

Uneekor Showcases the Future of Golf Training and Competition at the 2026 PGA Show

At the PGA show, Uneekor offered attendees an early look at two upcoming software developments within its platform. First, AIMY, a conversational, voice-activated AI assistant introduced as a new component of Uneekor's AI Trainer, demonstrated how golfers can interact with swing data through guided analysis and coaching over time. Second, Global Online Tournaments, an upcoming competitive feature within [GAME](#)

[DAY](#), previewed how players will be able to compete in real time on a global scale. Both offerings are slated for release later this year.

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