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MENALAC

مجلس الشرق الأوسط وشمال أفريقيا للترفيه والجدب السياحي  
Middle East and North Africa Leisure & Attractions Council



## MEMBER TALK – APRIL 2024



**MEMBER TALK WITH**  
**MIKE WALTON**  
DIRECTOR OF OPERATIONS  
TOPGOLF DUBAI



**Topgolf Dubai** is a premier entertainment destination that seamlessly merges the excitement of golf with the social atmosphere of a vibrant entertainment venue. With cutting-edge technology and interactive features, it's the ultimate attraction for golfers and non-golfers alike. From state-of-the-art driving ranges to vibrant dining and amusement options, Topgolf Dubai promises an unforgettable experience for all.



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**Topgolf Dubai has seen remarkable success in recent years, and you were honoured with Best Active Entertainment Facility at the MENELAC Awards in March 2024. Can you discuss some key factors that have contributed to this success in the local market?**

**Mike Walton:** The sport of golf often carries a reputation of being a higher cost sport, which requires significant investment and skill to play. At Topgolf Dubai, we have managed to change this perception, and educate the market that Golf is anyone's game. We have localized the venue, and adapted the venue into an entertainment destination that remains accessible for anyone and everyone. With over 600,000 visits in 2023 alone, we have turned the venue into a technology driven entertainment destination where our guests can spend an entire day, several times over and over.



**With the rise of digital experiences, how does Topgolf Dubai leverage technology to enhance the guests' experience and stay ahead of the competition?**

**Mike Walton:** The technology within Topgolf remains completely unique to Topgolf venues and have we have committed to enhancing this system by regular updates, adding two new Topgolf games per year. We are looking to build future games collaborating with gaming and entertainment brands, to add gamification.



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We have a core value which states 'Good enough is not in our vocabulary.' At Topgolf, we have empowered our team to speak up with courage and contribute ways to enhance the guest experience too through technology. Our team has contributed a high volume of new systems to positively impact the guest experience and continue to review processes looking for ways to create even more memorable moments.



**The entertainment landscape in Dubai is constantly evolving. How does Topgolf stay innovative and adapt to changing consumer preferences to maintain its position as a market leader?**

**Mike Walton:** Dubai is an incredibly competitive market with just so much choice on our doorsteps. At Topgolf, we are relentless in ensuring we remain current with our offerings, by listening to what our players have to say about us. We have had over 75,000 detailed survey responses since 2021, which feature 1.5 million unique answers for detailed feedback on the customer experience. We use this feedback to determine what direction to take the venue in, from new activations, promotions, entertainment, venue enhancements and innovation. Having a Topgolf membership allows us to stay connected to all our customers, building a 2-way relationship so they be a part of our journey. We are always determined to reach the next level of entertainment and experience and rely on feedback and collaboration with our customers to get there.



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**Customer engagement and loyalty are crucial in the leisure industry. How does Topgolf Dubai cultivate strong relationships with its customers to drive repeat business?**

**Mike Walton:** It is not only our level of technology and gaming experience that separates us from other venues. At Topgolf, our goal is to create moments that matter for everyone, and our culture allows us to understand the needs of our customers and build a meaningful journey. Our team continuously connects the dots to understand the needs and wants of our guests, and to design an emotional journey. We call our staff 'playmakers' for a reason, and the drivers behind creating moments that matter for everyone. We have seen marriage proposals, gender reveals, thousands of corporate and social events in all the seasons, and an incredible return visit ratio. Our venue culture is the driver behind the experience.





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**Looking ahead, what are some of the key initiatives or expansion plans that Topgolf Dubai has in store to sustain its growth and further solidify its position in the market?**

**Mike Walton:** We believe there is no limit to creativity and have so much planned. We recently brought you the Full-sized Bunker Arcade, Toad in the Hole restaurant, The Topgolf Garden, and the new Yard Terrace. Expect to see so new spaces of the venue coming this fall, including a new golfing area, exciting new Topgolf game modes, special Topgolf only golf clubs and more! Everybody deserves to experience Topgolf, so we are also looking to introduce Topgolf to new regions in the GCC, starting with Abu Dhabi. Topgolf provides an escape from reality, unmatched entertainment, and a golf experience to remember, and we will continue to do so for many years to come. It's Golf, it's Not Golf, It's Topgolf.





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**Mike Walton**

Director of Operations, Topgolf Dubai

[menalac.org](http://menalac.org)

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