

# Topgolf in Japan

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01.

# Introduction

**TOPGOLF**  
**CALLAWAY**  
BRANDS



TOPGOLF



# What is Topgolf?

- Founded in 2000
  - Brothers Steve and Dave Jolliffe
  - In Watford, UK
- Premier golf entertainment for all skill levels in a social setting
- You can play with family, friends, or that special someone
- 1-6 players per bay for 2hrs at \$170 (varies per location)
- 80 Locations Worldwide

Tap to Play!

(Middle Market Center, 2014)



TOPGOLF





# Market Facts:

## Target Market:

- 54% customers are between the ages of 18-34
- 51% of its customers are non-golfers
- 68% are male

## Market Size:

- Callaway merged with Topgolf in 2021
- In 2023 net sales amounting to around \$4.28 billion

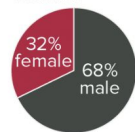
(My Golf Spy, 2024)

## TOPGOLF CUSTOMER DEMOS

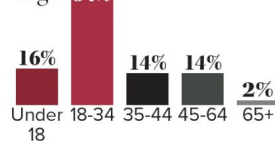
**2 hours**  
Average visit length

**4 people**  
Average group size

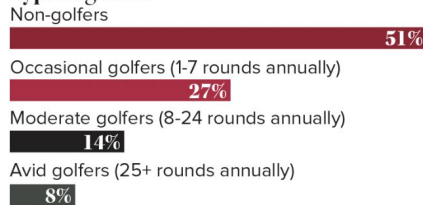
### Gender



### Age



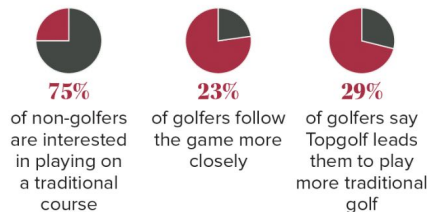
### Type of golfers



### 2017 National Golf Foundation survey

**23%** of new golfers started playing after their first Topgolf experience. Of those, **75%** say Topgolf influenced their decision to play.

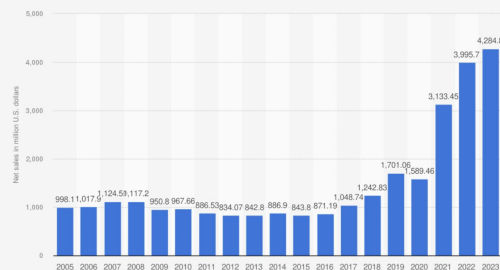
After playing Topgolf...



Source: Topgolf

(Sports Business Journal, 2018)

Topgolf Callaway Brands Corp.'s net sales worldwide from 2005 to 2023 (in million U.S. dollars)



Source: Callaway Golf Company © Statista 2024

Additional information: United States, 2005 to 2023

statista

(Statista, 2024)



TOPGOLF

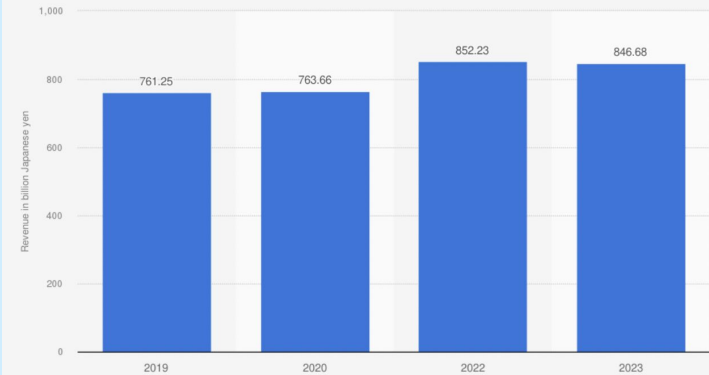


# Why Japan?

- Japan is the world's 2nd largest golf market
- It accounts for  $\frac{1}{5}$  of the global golf business
- Japan accounts for 22% of the global golf economy
  - The US Market accounts for 45% (ACCA Global, 2022)
- Population 124.41 million (Statista, 2024)



Revenue generated by golf course businesses in Japan from 2019 to 2023 (in billion Japanese yen)



Sources  
Ministry of Internal Affairs and Communications (Japan); METI (Japan); e-Stat (Japan)  
© Statista 2024

Additional Information:  
Japan; METI (Japan); Ministry of Internal Affairs and Communications (Japan); 2019 to 2023

statista

(Statista, 2024)

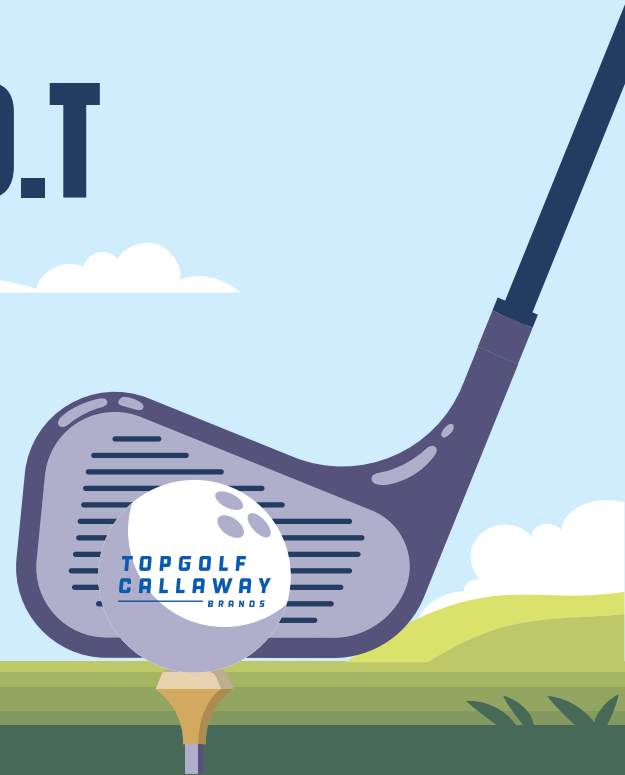


**02.**

# Comparative Analysis: S.W.O.T



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# S.W.O.T Analysis:

## Strengths

- Unique Entertainment Concept
- Strong Brand Recognition
- Technology Integration
- Potential for Growth

## Opportunities

- Growing golf industry
- Partnerships
- Customization
- Tourism market

## Weaknesses

- Cultural Differences
- High Costs
- Competition
- Space Constraints

## Threats

- Economic Uncertainty
- Regulatory Hurdles
- Cultural Resistance
- Public Perception



**02.**

# **Comparative Analysis: P.E.S.T.E.L.**



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# P.E.S.T.E.L ANALYSIS

## Political:

- Trade agreement
- Gov. Stability
- Regulations

(Japan Times, 2023)  
(Trade.gov, 2024)  
(Statista, 2022)

## Economic:

- Growth
- Exchange Rates



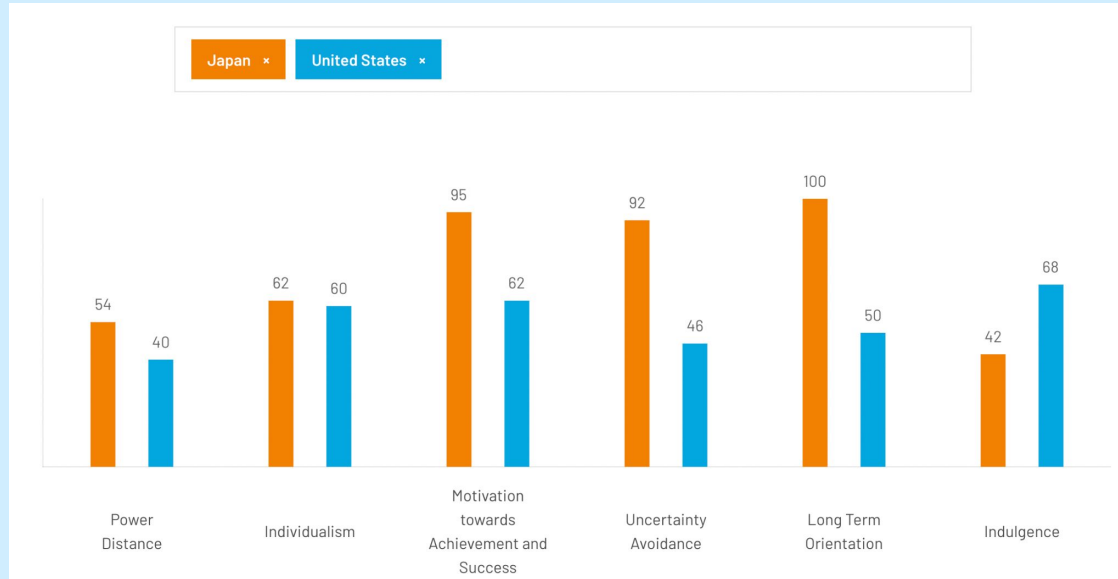
(Google)

## Social:

- Cultural Acceptance
- Demographic Trends
- Arcade culture



# P.E.S.T.E.L ANALYSIS



(Hofstede Insights, 2001)



# P.E.S.T.E.L ANALYSIS

## Technological:

- Infrastructure
- Innovation

## Environmental:

- Sustainability
- Natural Disasters

## Legal:

- Employment Laws
- Intellectual  
Property Protection
- Patented  
Technology

(Trade.gov, 2024)  
(Bloomberg, 2022)  
(EY, 2023)  
(Topgolf Callaway Brands)



**02.**

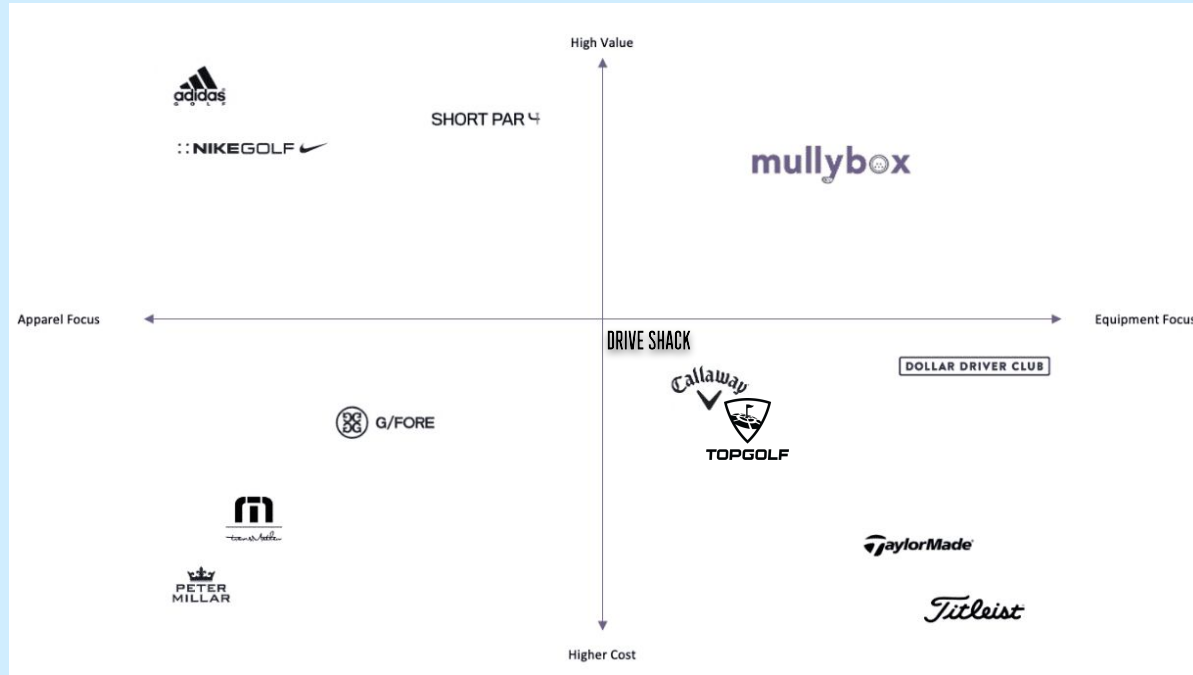
# Comparative Analysis: Positioning Map



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# Positioning Map





**03.**

# Foreign Entry Mode



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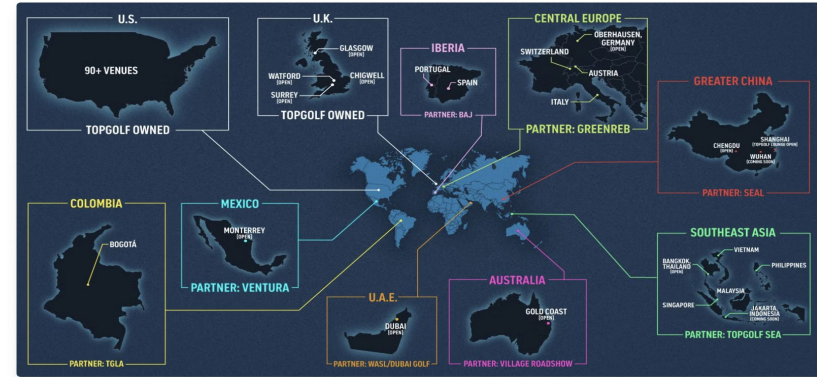
# Why Franchise:

- International Franchising:
  - Low risk
  - Reach new audiences
  - Current successful model
  - Defined and clear requirements
- Sports Entertainment Asia, Ltd. ("SEAL")
  - Franchisee for Topgolf across China (2021)
- TG SEA Development Pte., Ltd. (TG SEA)
  - Franchisee for Topgolf across Southeast Asia (PR News Wire, 2021)

## THE TOPGOLF INTERNATIONAL APPROACH

A successful International partnership combines our experience creating the ultimate sports and entertainment experience with a Franchisee's knowledge of local culture, guest profiles, and business environment. Our Franchisees are some of the most experienced operators of entertainment, food & beverage and leisure concepts in the world.

While Topgolf remains exclusively owned and operated in the US and UK, Franchise Partnerships have been established with leading global operators in **Australia, Mexico, Colombia, Central Europe, Greater China, South East Asia, the United Arab Emirates and the Iberian Peninsula.**



- Ability and willingness to open 5+ Topgolf venues
- Strong financial backing (access to \$150M+ in capital)
- Experience in entertainment, F&B, and/or hospitality
- Success in bringing other USA/UK brands to your territory
- Experience with large scale commercial real estate development
- Strong local market knowledge and connections

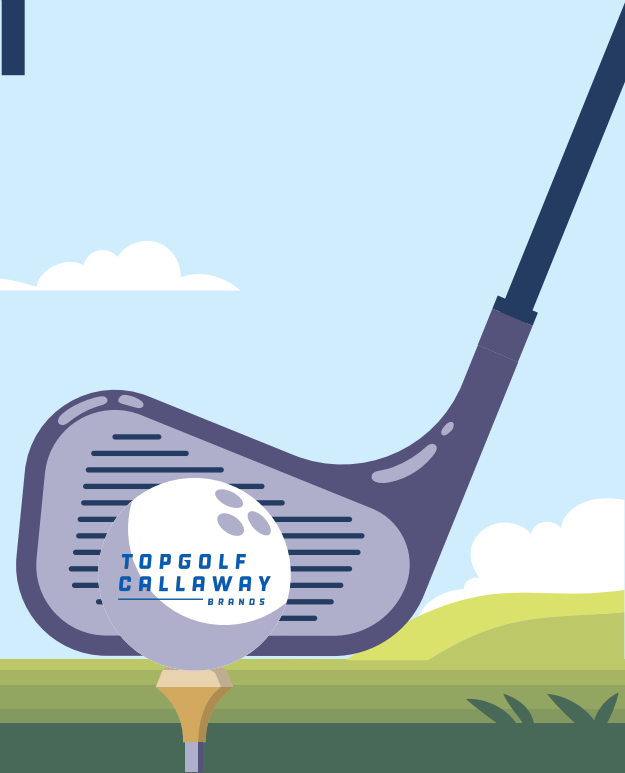


**04.**

# Marketing Plan



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# The Four P's

## Price:

- Similar to other Asian Topgolf's
  - 2,729.92 Japanese Yen (\$17.76)
- Packages: Basic, Premium, VIP

## Promotion:

- Partnering with Japanese influencers
  - Naomi Watanabe
    - 10 mill on Instagram
    - Recently went to the Super Bowl
- Create a Topgolf Japanese social Media accounts
- Promote locally

(Japan Buzz, 2024)

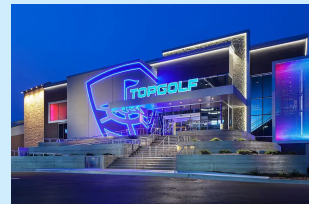
## Product:

- Alternative traditional golfing experience
- Customizing offerings
  - Food options: Edamame, Pork Gyoza, and Tempura of All Varieties

## Place:

- Start in major cities such as Tokyo, Osaka and Kyoto
  - Partner with existing entertainment complexes
  - Ex: ビッグエコー (Big Echo) Karaoke companies

(Lonely Planet, 2022)

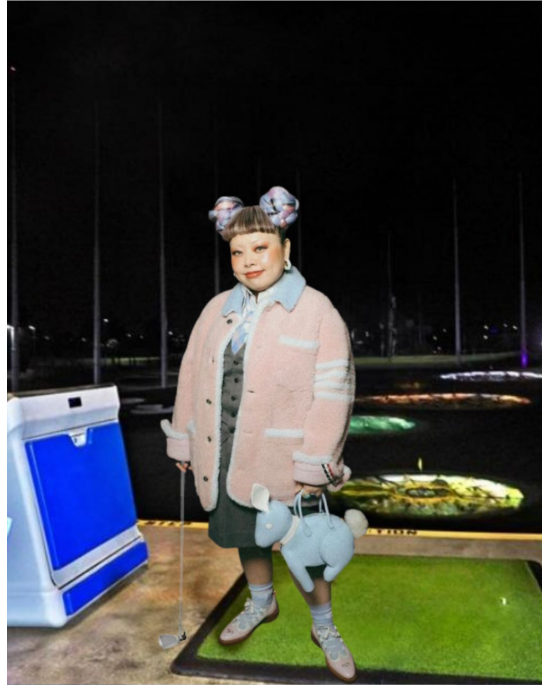


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# Instagram Digital Ad:



watanabenaomi703



629,487 likes

watanabenaomi703 東京にある最新のトップゴルフでパーティーをしました。ぜひ遊びに行ってスイングして出かけましょう! #トップゴルフジャパン

# Billboard Traditional Ad:



**05.**

# Recommendations



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# Roll Out Plan

- **Market Research and Analysis**

Potential locations, consumer behavior

- **Strategic Partnership**

Entertainment companies, local businesses, Japanese food/drink preferences

- **Pilot Launch and Testing**

Pilot launch within 1-3 years

★ Tokyo

- **Brand Building**

Expand into high populated cities, advertising increase

★ Osaka, Kyoto, Yokohama

- **Continuous Improvement**

Monitor market trends and consumer feedback

- **Long- term Sustainability**

Emphasize environmental responsibility



**06.**

# Conclusions



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# Conclusions:

## **Topgolf should prioritize expansion in the Japanese market:**

- Growing golf market
- Strong technological infrastructure
- Stable government
- Active population
- Established international franchising model



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**Thank You!**  
**Any questions?**



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