



Panama City Beach, Meet Your New Summer Playground: Topgolf Opens June 27

The two-level venue is located adjacent to Pier Park

DALLAS, June 12, 2025 /PRNewswire/ -- Modern golf entertainment leader [Topgolf](#) announced today that it will open its first venue along Florida's Emerald Coast in [Panama City Beach](#) on June 27. This is Topgolf's 10th outdoor venue in the state of Florida.



Topgolf Basics

- Never been to a Topgolf venue? Think of it as a modern golf experience where anyone – including people who have never picked up a golf club and those who want to perfect their swing – can participate in the sport in a relaxed, no-pressure environment.
- The venue is located at 15475 Topgolf Way along Powell Adams Drive just south of the intersection of Panama City Beach Parkway adjacent to Pier Park.
- The venue employs roughly 275-300 Playmakers (aka employees) – think bay hosts, bartenders, ball-picker-upper people, etc.
- Can't swing a golf club to save your life? You'll be in good company. Topgolf celebrates the bad shots just as much as the beautiful swings.
- Topgolf's exclusive golf club, [The Sure Thing](#), is only available at Topgolf and designed to make golf less hard for beginners or those whose game just isn't *that* great.

It's Golf

- Topgolf Panama City Beach features 74 outdoor climate-controlled hitting bays spanning two levels. Each bay has lounge-type furniture or high-top tables where groups can cheer – or heckle – the other Players.
- The venue is equipped with Toptracer technology, which traces each golf ball's flight path, distance and other cool metrics.
- Players can even partake in lessons through Topgolf's Coach program, led by the venue's Director of Instruction, or play with the same clubs as the pros with the Club Upgrade option.

It's Not Golf

- Topgolf takes its "not golf" very seriously. What we mean: A full-service restaurant and bar helmed by executive chefs serves Player favorites like the injectable donut holes-in-one and cheesy macaroni bites.
- A 22-foot video wall, more than 140 HDTVs, an outdoor patio, games, music and year-round family-friendly programming round out the Topgolf experience.
- Enhanced, deluxe bays and an outdoor area with yard games will also offer the prime spot for team outings, family gatherings, business meetings or really anything Players are looking to celebrate.

Grand Opening Weekend Celebrations

- Be one of the first to experience Topgolf Panama City Beach on Friday, June 27, and enjoy two hours of free game play from 9-11 a.m. Offer is for walk-ins only and excludes food and drinks. Subject to availability.
- Grand opening festivities on Friday will include yard games, photo ops, live music from 6-9 p.m. and more.
- The fun doesn't stop there! Topgolf is giving away one year of free game play to one lucky winner. All eligible Players that book and complete a one or two-bay reservations during Grand Opening week, June 27 through July 4, will be automatically entered to win. No purchase necessary. [Terms and conditions apply](#).
- Topgolf has partnered with Visa to offer Cash App Visa Card cardholders 20% off as a statement credit during the grand opening weekend. This discount can also be applied anytime at Topgolf locations nationwide.

What About the Deals?

- We got a soft spot for Tuesday with half-off game play. No coupons, no random specials, no discount codes to remember — just [a once-a-week deal](#) where all the golf is half-off.
- Limited-time menu options are the real deal this summer. **Think:** frozen cocktails (Lemonade, Margarita and Pina Colada) with a swirl upgrade; a Rocket Berry Mojito made with Red Bull®; refreshers perfect for every holiday (Red, White & Boba and Basil Peach Palmer); a Teeline Treat Trolley with novelty cold treats; and take-home cold cups that keep your beverage nice and crisp.

What They Said

Topgolf Chief Operating Officer Erin Chamberlin:

"We're thrilled to bring the energy and play of Topgolf to Panama City Beach just in time for summer. Whether you're a seasoned golfer or picking up a club for the first time, there's something here for everyone – great games, delicious food and an easygoing vibe that's perfect for all kinds of groups. We can't wait to welcome both locals and visitors along the Emerald Coast to come play around."

Mayor Stuart Tettemer City of Panama City Beach: "We're thrilled to welcome Topgolf as the newest family friendly addition to Panama City Beach! Both locals and visitors have been eagerly awaiting this exciting new entertainment venue. Welcome to the community we're glad to have you, and I personally can't wait to work on my swing!"

For more info on Topgolf's Panama City Beach venue, visit the venue's [location page](#). Those interested in joining the team can apply on [Topgolf's career website](#).

About Topgolf

A Topgolf Callaway Brands Corp. (NYSE: MODG) brand, Topgolf is the ultimate instigator of play. Thanks to our 100+ venues around the globe, which are powered by industry-leading Toptracer technology, we're leading the charge of modern golf. We offer a variety of tech-driven games, a top-tier food and drink menu, space to host large events, and a vibe focused on more play for all. To learn more, plan an event, or make plans to come play around, visit [topgolf.com](#).

About Topgolf Callaway Brands

Topgolf Callaway Brands Corp. (NYSE: [MODG](#)) is an unrivaled tech-enabled Modern Golf and active lifestyle company delivering leading golf equipment, apparel and entertainment, with a portfolio of global brands including Topgolf, Callaway Golf, TravisMathew, Toptracer, Odyssey and OGIO. "Modern Golf" is the dynamic and inclusive ecosystem that includes both on-course and off-course golf. Learn more at [topgolfcallawaybrands.com](#).

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