

GolfStar takes over the operation of Kista Golf Center

GolfStar takes over the operation of Kista Golfcenter, one of northern Stockholm's most accessible driving range and golf training facilities.

– It is with both humility and belief in the future that we are taking over responsibility for Kista Golfcenter today. It is a well-known and popular facility with great potential and we look forward to developing the business further in the same spirit that the previous owners have built up, says Olof Ehrenkrona, CEO of GolfStar Sweden.

Kista Golfcenter offers an easily accessible training hub with a driving range, close-play areas and golf studio – just minutes from Kista city center. With its strategic location in a growing area and a strong catchment area among both juniors and beginners, the facility is an important addition to GolfStar's offering in Stockholm.

A growing target group

Interest in golf training is increasing rapidly – not least among younger golfers. According to statistics from the Swedish Golf Association, golf is growing the most among juniors and young adults. Many are looking for flexible and accessible ways to train, with the driving range becoming the natural step into the sport.

– We see a clear shift in how golf is consumed. Today's young people want to be able to practice and play on their own terms, often in urban environments. Hitting a few buckets after work or school has become a natural part of everyday life for many. Kista Golf Center fits perfectly into that pattern, says Olof Ehrenkrona.

Long-term investment

GolfStar now plans to implement certain improvements to the facility, focusing on user-friendliness, service and digital booking solutions - but without sacrificing the local feel that has long characterized Kista Golfcenter.

– Our ambition is to manage the legacy of previous owners in a respectful manner, while developing the facility in line with our long-term goals of accessible and modern golf for more people, says Olof Ehrenkrona.

For more information, please contact:

Olof Ehrenkrona

CEO, GolfStar

olof@golfstar.se