

## New strategic partnership: GolfStar members play for free at Indoor Golf Group

**GolfStar members play for free at Indoor Golf Group's 25 facilities throughout Sweden.**

GolfStar and Indoor Golf Group (IGG) are entering into a strategic partnership that creates new opportunities for GolfStar members in Stockholm and Gothenburg to play golf all year round. It has already been clear that GolfStar members with a 2026 membership can play unlimited at GolfStar Indoor in Vallentuna this winter. Now GolfStar is strengthening its membership offering with a strategic collaboration and partnership with the simulator giant Indoor Golf Group, which operates 25 Indoor facilities around Sweden.

Starting October 27, GolfStars members can book certain hours each month at IGG free of charge. The number of hours is determined by which 2026 membership package the GolfStars member has chosen.

### **25% discount if you want to book more than your package allows**

Additionally: If you, as a GolfStar member, want to play more than your monthly hours, GolfStar members have a 25% discount on all times at IGG. This offer is also valid all year round.

### **“Good offer gets even better”**

– We already have perhaps the best and most affordable membership offer in golf. But we want to create even greater value for our members on a year-round basis. With the partnership with IGG, a good year-round offer becomes even better, says Stefan Brikell, CEO of GolfStar Europe and continues:

– So far we have done this through GolfStar Indoor in Vallentuna and affordable Stay & Play packages via GolfStar Travel in Spain. Through the collaboration with Indoor Golf Group and their facilities around Sweden, we are now taking the next step. I am convinced that our members will appreciate this opportunity. We look forward to a strong and long-term partnership with IGG.

Oskar Kerola, CEO Indoor Golf Group:

– GolfStar and Indoor Golf Group have long shared the vision that golf, the sport that so many love, should be playable all year round by anyone who wants to. Through our new collaboration, we are now taking a big step in that direction. GolfStar members will have a fantastic opportunity to continue playing at our 25 facilities around the country even when the outdoor season ends. We look forward to welcoming all GolfStar members who have not yet discovered simulator golf – a world where the game and socializing are just as enjoyable as out on the course.

### **Extra happy for Gothenburg**

– We are of course very happy about this collaboration. But I have to admit that I am especially happy for our members in Gothenburg. We want to be able to offer all members golf all year round and we did not have a good solution for that in Gothenburg. The fact that we can now offer GolfStars members in Gothenburg five Indoor facilities within just a few kilometers feels extra good, concludes Stefan.

## **Effective October 27**

The agreement will come into effect on October 27. Then the GolfStar Indoor facility in Vallentuna will also open. There, all GolfStar members who have signed up for a 2026 membership can play unlimitedly free of charge. Intensive work is now underway to integrate the various booking systems. We will return with information when booking for GolfStar members at Indoor Golf Group opens.

For more information, please contact;

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GolfStar is Northern Europe's largest MCO "Multi Course Operator" and operates a total of 25 golf courses spread across 21 facilities. These include 16 facilities around Sweden, one in Spain and four in Finland.

Indoor Golf Group is Northern Europe's largest indoor operator and operates 25 indoor centers in Sweden.