INDOOR GOLF DEMAND REPORT · NOVEMBER 2026

Golf sims are busiest at 7pm on weeknights, not on weekends

At 7pm Monday to Friday, studios sold 23% of their bay time; no weekend hour passed 14%. Sold-out bays sold out a median of 4 hours before start, so this is a same-day business.

110+
studios reporting in 60+ markets

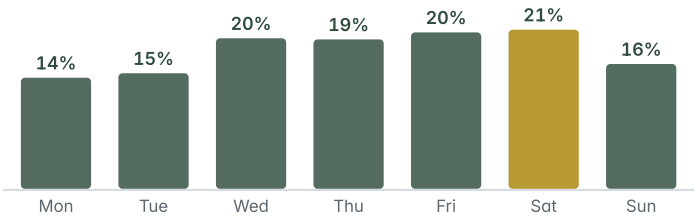
18%
average sell-through

$406
expected per studio per day

4 h
median time sold-out slots sold out before start

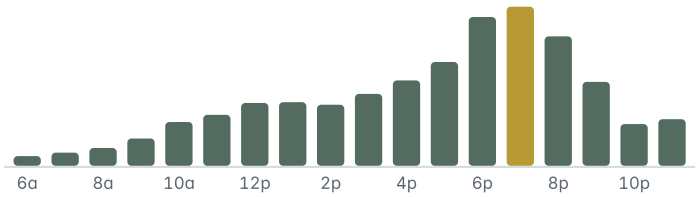
Sell-through by day of week

November 5 to November 12, 2026



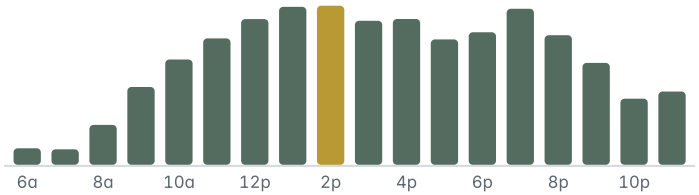
Sell-through by start hour, Monday to Friday

November 5 to November 12, 2026



Sell-through by start hour, Saturday and Sunday

November 5 to November 12, 2026



ALSO THIS MONTH

- Friday and Saturday were the best days overall, at 20% and 21% of bay time.
- Atlanta and Detroit studios sold 28% to 29% of bay time; Columbus, Ohio sold 7%.
- Posted prices changed on 0.1% of bookable bay time: $60 an hour on weekdays, $65 at weekends.

BUSIEST MARKETS

MARKET	STUDIOS	SELL-THROUGH	PER DAY
Atlanta	4	29%	$325
Detroit	4	28%	$1,029
Philadelphia	4	23%	$339
Boston	5	23%	$1,235
Milwaukee	4	22%	$445
Sacramento	4	19%	$402

PRICES

Median posted price per hour	$60
Most slots between	$29 and $90
Weekday vs weekend, per hour	$60 vs $65
Slots whose price changed on sale	under 1%

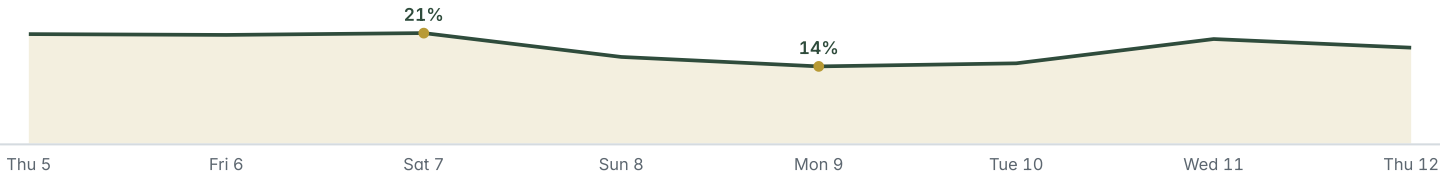
See every studio, every day

A free account opens one full day of every public studio. Starter: one market with history, $30 a month.

golfsimdata.com/reports
luke@fronresearch.com

Sell-through day by day, every reporting studio

November 5 to November 12, 2026



BRANDS, THREE OR MORE LOCATIONS

BRAND	STUDIOS	SELL-THROUGH	PER DAY
Five Iron Golf	29	19%	—

BOOKING PACE AND SPREAD

Sold-out slots sold out (median)	4 hours ahead
Final bookings made 72 h ahead	66%
Final bookings made 24 h ahead	75%
Final bookings made 6 h ahead	87%
Final bookings made 1 h ahead	97%

Method: observing inferred booking signals from public data. Sell-through is the share of bookable capacity sold; revenue is estimated booking value with low, expected and high figures, not ledger revenue. Figures cover November 5 to November 12, 2026 and every studio with complete days in that window; market and brand rows need three or more studios. Free to quote with credit: “golfsimdata.com, November 2026 Demand Report”.

golfsimdata.com
luke@fronresearch.com