Golf Envy Launches U.K. Franchise Programme With One of Leisure's Most Compelling Investment Models

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U.S. golf simulator franchise opens applications for U.K. franchisees, offering recurring membership revenue, minimal staffing and no food and beverage operation in a market growing at 10 percent annually

Golf Envy, the premium 24-hour golf simulator franchise founded in California, has officially launched its U.K. franchise programme under the leadership of newly appointed managing director Richard North. The brand, which operates membership-based simulator venues across multiple U.S. states with a strong pipeline of further openings in development, has selected the U.K. as its first international market and is now actively seeking franchisees to join the network.

With a model designed from the ground up to be lean, scalable and highly profitable, Golf Envy offers franchise investors something rare in the leisure sector: a business built entirely on recurring membership revenue, unburdened by the cost and complexity that typically accompanies hospitality operations.

The Business Case

At the heart of Golf Envy's appeal to investors is a model that eliminates many of the traditional pressure points of franchise ownership. There is no food and beverage operation, removing the staffing, wastage, compliance and margin pressure that comes with it. Venues operate with a minimal staffing footprint, keeping labour costs low and day-to-day operations straightforward. Because the business runs 24 hours a day on a membership model, revenue is predictable, recurring and not dependent on footfall on any given day.

The result is a business with an attractive cost base, strong unit economics and a system that is repeatable and scalable, allowing franchisees to build a portfolio of sites with confidence.

The Market Opportunity

The timing of Golf Envy's U.K. launch reflects a market at an inflection point. Golf participation in the U.K. continues to grow year on year, driven by a younger and more diverse audience engaging with the sport at scale. The U.K. golf simulator market was valued at more than $150 million in 2024 and is forecast to surpass $300 million by 2030, a compound annual growth rate of approximately 10 percent. The broader U.K. golf industry generates more than £5 billion in annual consumer spending.

Golf Envy sits at the premium end of this market. Members enjoy a private, distraction-free environment powered by GOLFZON, the world's most widely deployed golf simulator technology, including moving floor plates that physically replicate real course terrain. Members also benefit from reciprocal access to Golf Envy venues across the growing U.S. network.

> *"I have seen a lot of franchise models and Golf Envy stands apart. It is a simple, focused business in a market with serious growth ahead of it, and the membership model means franchisees are building recurring revenue from day one. There is no F&B complexity, no large staffing overhead, and no dependence on a big Saturday. I am passionate about this brand and committed to helping U.K. franchisees build brilliant businesses with it. The U.K. is where it starts internationally, and I cannot wait to get going."*
> **- Richard North, managing director U.K., Golf Envy**

A Proven System Ready To Scale

CEO Ryan Wines, whose background in building and scaling multi-site businesses informed every element of Golf Envy's franchise model, described the strength of the system now available to U.K. investors.

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> *"We have spent a lot of time refining a model that works, not just once, but repeatedly, across different locations, different operators and different markets. The operations manual, the technology, the support infrastructure: everything has been built to make it as straightforward as possible for a franchisee to succeed. We are excited to bring this to the U.K. and to work with Richard and a new generation of Golf Envy owners to build something outstanding here."*
> **- Ryan Wines, founder and CEO, Golf Envy**

Co-founder and COO Cole Arranaga, who has been instrumental in structuring Golf Envy's operational systems, highlighted why the U.K. franchise model represents an exceptional opportunity for the right investors.

> *"This is a business that has been engineered for franchisee performance. The absence of food and beverage, the lean staffing model, the 24-hour automated access, the recurring membership revenues: these are deliberate design choices that make this one of the most investable franchise propositions in the leisure sector. We have a strong and growing pipeline in the U.S. and we are bringing that same energy and that same system to the U.K."*
> **- Cole Arranaga, co-founder and COO, Golf Envy**

Enquire about a Golf Envy U.K. franchise

Golf Envy U.K. is now accepting enquiries from prospective franchisees across the United Kingdom. Whether you are an experienced multi-site operator, a single-unit franchise investor or an entrepreneurial professional seeking your next venture in a dynamic and growing market, Golf Envy welcomes your interest.

To register interest and begin a confidential conversation, contact the Golf Envy U.K. team at franchisinguk@golfenvy.com or visit www.golfenvyfranchise.co.uk.

About Golf Envy

Golf Envy is a premium golf simulator franchise founded in California by Ryan Wines and Cole Arranaga. The brand operates 24-hour, membership-based venues across the United States, powered by GOLFZON technology, including moving floor plates that physically recreate real course terrain, and delivers an always-on golf environment built entirely around the game. With a growing international presence, Golf Envy is building the global network for the modern golfer. For more information, visit www.golfenvy.com. U.K. franchise enquiries: www.golfenvyfranchise.co.uk.

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