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How Modern Squash Facilities Boost Revenue Beyond Court Bookings



Reception, Bar, and Pro Shop

In years past, many squash clubs survived simply by renting out courts or collecting basic membership dues. Today, that model is no longer enough to keep the lights on. Squash facilities now range from private, for-profit venues run by professional managers to non-profit community clubs run by volunteers, with various hybrids in between. The result is a wide spectrum of business outcomes.

Some clubs barely break even, while others thrive as multi-revenue enterprises. In fact, the [Squash Facilities Network's January 2025 survey](#) revealed a huge revenue gap: the best-performing venues routinely generate over **€100,000 per court** each year, whereas under-programmed facilities struggle below **€30,000 per court**.

One modern 8-court centre in the U.S. even projects about **\$2.4million** in annual revenue by leveraging 17 different income streams (from events and academies to café sales) ([Squash in the USA: Market Overview and Facilities](#)).

The message is clear – relying only on court bookings is not enough to survive

To succeed in the competitive leisure market, squash venues must embrace professional management and diversify their programming. Below we explore the major income streams that high-performing squash facilities are using to boost revenue beyond simple court hire.

Adult Programs: More Than Just Court Time

Adult players are the backbone of most clubs, but they need more than an open court to stay engaged. Successful facilities offer structured **adult programs** that keep players coming back (and paying) regularly. Popular adult offerings include:

- **Clinics and Coaching Workshops** – Scheduled group clinics for beginners, intermediates, or elite players provide coaching in a social setting.
- **Round Robins and Leagues** – Weekly round-robin nights, box leagues or ladder competitions give recreational players regular match play and a sense of progress.
- **Tournaments and Team Matches** – In-house tournaments and inter-club or regional league matches create event excitement. These events can draw spectators (who spend on food/drinks) or even local sponsors.

These adult-focused programmes not only generate direct income (through clinic fees, league subscriptions, or tournament entry fees) but also boost retention.

When players have a calendar of activities, they use the club more often and feel they’re getting value – making them more likely to renew memberships or purchase coaching packages.

Junior Development: Investing in the Future

Every squash facility serious about long-term growth invests heavily in **junior development**. Kids and teens not only bring in revenue through lessons and events – they are tomorrow’s members and advocates. Modern squash centres run junior academies, host youth tournaments, organise holiday camps, and build partnerships with local schools to feed the pipeline of young players. A structured junior academy program, for instance, can charge monthly tuition for coaching multiple times a week.

Junior tournaments (from fun mini-squash festivals to sanctioned junior opens) draw entry fees and often families patronising the club café all weekend.

Summer **camps** for juniors fill up courts in otherwise slow daytime slots, providing additional income during school holidays. Collaboration with **schools** can be especially fruitful: a facility might offer squash as part of a school’s PE curriculum or after-school programme, with the school paying a fee or subsidising court time. This not only brings revenue but also introduces dozens of new kids to the sport each year.



Young players in a junior squash program

The payoff for prioritising juniors is significant. Parents are often willing to invest generously in their children’s activities – meaning steady income for clubs that offer quality junior coaching. Moreover, a vibrant junior scene enhances a club’s reputation, attracting sponsors or grants (especially for non-profits targeting youth development).

Equally important, those juniors often stay on as lifelong players, sustaining the club’s membership base into the future.

In short, junior development isn’t just a community mission – it’s smart business.

Social & Corporate Engagement: The Club as a Community Hub

Squash may be a competitive sport, but not all revenue comes from competition. Many of today’s successful venues position themselves as social and corporate event hubs. Social play formats – like weekly club nights, doubles mixers, or “squash & beer” evenings – turn the facility into a fun gathering place. These events might be free or low-cost for members, but they drive ancillary spending (e.g. the bar seeing a boost in sales on club night) and keep members loyal. Some clubs even have success with novelty formats such as glow-in-the-dark squash or themed costume tournaments, creating buzz that draws in new faces.

On the corporate side, **renting courts for corporate events** and team-building sessions has become a lucrative niche. Companies are always looking for unique wellness or bonding activities for employees. A squash centre can offer a half-day corporate package: an introduction clinic with a pro, some round-robin games, and catering in the lounge. Firms will pay handsomely for this sort of outing, especially if it’s presented professionally.

Likewise, facilities can host **private events** like birthday parties or charity fundraisers. For example, an anonymized facility in Canada partnered with a local charity to run an annual squash marathon event – the club donated court time but gained new customers and significant food and beverage sales from the spectators who attended.

By thinking beyond everyday play, squash clubs tap into social and corporate budgets, not just players’ wallets.

Fitness & Wellness: Adding Value Beyond Squash

Modern squash facilities are increasingly doubling as general fitness centres. The reasoning is simple: many squash enthusiasts also value broader fitness and wellness services, and if you don’t offer them, someone else will.

One common addition is a **gym area** – even a small room with cardio machines and weights can justify a higher membership tier or a modest add-on fee for 24/7 gym access. Some clubs partner with certified personal trainers, essentially running a mini gym business alongside squash.

Personal training sessions or squash-specific fitness training (speed, strength, agility workouts) can be sold to members, often with the club taking a share of the trainer’s fee or renting space to the trainer.

Technology is also playing a role in value-added services. **Video analysis** and high-tech coaching tools, once reserved for elite athletes, are now accessible to club players. A facility might invest in a camera system or even just an iPad setup for recording matches and offer “video review” sessions as a paid coaching service. For say €50, a player gets their game analysed by a coach who provides a breakdown of technique and tactics – a compelling upsell for serious amateurs.

Some forward-thinking squash clubs have gone further into **wellness** offerings: hosting yoga or stretching classes (great for recovery and injury prevention), providing massage therapy or physiotherapy services on-site, or holding nutrition workshops.

These services create additional income streams and make the club a one-stop-shop for members’ healthy lifestyle needs.

Fitness and Wellness also differentiate the facility from a no-frills court rental venue.

Additional Services: Pro Shops and Cafés

Walk into any high-performing squash facility and you’ll notice it feels more than just a place to play – it’s a place to meet, drink, and socialise. **Pro shops** and **cafés** have become integral parts of squash club design, and they can significantly boost revenue per court.

A well-stocked pro shop (even if just a small corner of the reception) generates income by meeting players’ equipment needs on the spot. New balls, grip tape, protective eyewear, shoes, and rackets are all things players frequently need. Rather than losing those sales to online retailers, clubs that carry the right stock can earn a healthy margin.

While a single pro shop sale won’t rival a court booking in value, over the course of a year a busy club shop’s profits make a real difference (and it’s essentially passive income once inventory is managed).

Perhaps even more impactful are **café and bar services**. A café or bar encourages players and their friends to stick around before and after matches – in other words, to spend more money on-site.

Many clubs report that a good café can account for a substantial chunk of total revenue. Think coffees, protein smoothies, or beers after a game, light meals for juniors between training sessions, or catering for events. These not only bring direct income but also transform the vibe of the facility. It goes from a sterile sports hall to a lively community space.

Social areas like lounges with comfortable seating, big-screen TVs (perhaps playing squash highlight reels or major tournament broadcasts), and even co-working tables make the club a hangout spot.

One European squash centre found that after revamping their lounge and menu, revenues jumped so much that **food and beverage became their second-largest income source** after memberships.

The key is that these additional services feed into each other: a tournament draws people who then buy from the café and shop; the nice café in turn attracts more event bookings and casual visitors.

Bar revenue starts because the club decided to offer more than just courts.



Party on the Squash Court

Squash Facilities of the Future: : Evolve or Be Left Behind

The days of simply offering courts for hire and hoping players show up are over. Squash facilities are in fierce competition with a multitude of modern leisure options – from booming racket alternatives like padel and pickleball to general fitness clubs and digital entertainment. It’s estimated that around **90% of racket sport players are casual enthusiasts**, playing for fun, socialising and fitness ([Unlocking the Business Potential of Racquet Sports - Lessons from the Past](#)).

If a squash club doesn’t keep these casual players engaged with fresh, enjoyable experiences, they’ll quickly move on to the next trendy activity. Like any business, squash facilities must continuously adapt to consumer trends and expectations. That means regularly updating programming, investing in the social side of the club, and not being afraid to try new revenue ideas.

The SFN’s stance is unequivocal: every facility should aim to generate at least €100,000 in revenue per court annually in today’s climate.

Hitting that benchmark ensures financial sustainability and allows re-investment into the club (better courts, amenities, and outreach), creating a positive feedback loop of growth. For club owners and managers reading this, the call to action is clear. Take a hard look at your current offerings – are you really maximising the potential of your courts and your community? If not, it’s time to broaden your horizons. The blueprint is already out there in the high-performing examples: mix up your programming, professionalise your operations, and make your facility more than just a place to play squash. The sport we love can thrive in the modern era, but only if our clubs evolve. The ball is now in your court – quite literally – to innovate and secure the future of your squash facility.

Remember: court bookings might be the foundation, but it’s the experiences and services built on top that will ultimately drive your venue’s success.

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