

Music Meets Go-To-Market: How GigFinesse Powers Programming Across New Properties

As mini-golf and experiential entertainment venues sweep across major U.S. markets, creating an electric atmosphere from day one is essential to a successful brand launch. When Holey Moley, the globally popular mini-golf bar concept, prepared to launch in the United States for the very first time, they knew top-tier DJ talent and curated music programming would be central to establishing their signature party vibe. However, breaking into an entirely new country presents significant Go-To-Market (GTM) challenges.

The Challenge: Entering the U.S. Market Without Overhead

Launching a brand in a new country requires seamless execution. For Holey Moley's U.S. expansion, managing local DJ sourcing, scheduling, artist communication, and venue promotion across multiple states risked creating operational bottlenecks for site leadership. The general manager leading Holey Moley's U.S. expansion recognized that to execute a high-impact Go-To-Market strategy while maintaining brand cohesion, they needed an experienced partner to handle end-to-end entertainment execution for every venue opening.

The Solution: A Managed GTM Entertainment Strategy

GigFinesse stepped in as Holey Moley's strategic entertainment partner, delivering a fully managed DJ solution custom-built for their U.S. market debut. By pairing industry expertise with automated technology, GigFinesse supported Holey Moley's launch strategy by providing:

- **Curated DJ Sourcing:** Handpicking local DJs who fit Holey Moley's high-energy brand identity and could energize launch-day crowds.

- **Streamlined GTM Execution:** Managing end-to-end booking and artist logistics for venue grand openings to ensure stress-free launches.

- **Automated Scheduling:** Removing administrative burdens from general managers so local teams could focus on venue operations and guest experience.

GigFinesse builds and runs live music programs for hotels and hospitality groups nationwide, from single-outlet lounges to full-property curation. If your space has a story worth soundtracking, let's get started!

The Rollout: Powering Openings Across 7 U.S. Markets

GigFinesse executed customized DJ programming for Holey Moley's initial U.S. launch, supporting grand openings and ongoing entertainment across seven key markets:

- **Austin, TX**
- **Denver, CO**
- **Houston, TX**
- **San Antonio, TX**
- **San Francisco, CA**
- **Santa Monica, CA**
- **Irvine, CA**

Each venue received tailored DJ lineups matched to its specific audience demographic, foot traffic patterns, and local market culture.

The Results: 500+ DJ Sets & Frictionless Market Expansion

In the first year of partnership GigFinesse helped establish Holey Moley's DJ program with the rollout of:

- **500+ Unique DJ Performances:** Built and sustained recurring DJ programming across all six launch markets.

- **Seamless Grand Openings:** Provided turn-key DJ rosters for launch events, driving strong initial foot traffic and brand awareness.

- **Operational Efficiency:** Automated booking and management systems saved internal leadership hundreds of operational hours.

- **Elevated Guest Experience:** Curated DJ sets increased dwell time, drove repeat visits, and generated glowing guest reviews.

"We've been incredibly impressed with the artists GigFinesse has booked for us. Every performance has been top-notch! We're excited to continue booking through GigFinesse and can't wait to see what's next!"

— Jensen M, Regional Operations Director

"I love the artists! They're absolutely perfect for entertaining big crowds."

— Delaney I, Lead Mixologist

Scale Your Venue's U.S. Launch with GigFinesse

Expanding into new markets doesn't have to mean logistical headaches or compromised entertainment quality. Whether you are launching your first U.S. venue or scaling nationally, GigFinesse provides the technology and talent network needed to power your Go-To-Market strategy.

Running a multi-location brand or integrating one? See how GigFinesse centralizes entertainment across your entire portfolio.

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