

CASE STUDY



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OVERVIEW

Atomic Golf in Las Vegas Unlocks 10x Reservation Revenue With a Simpler, Guest-First Model

Spanning 100,000 square feet across four levels, Atomic Golf accommodates more than 3,200 guests at full capacity. Early on, complexity slowed the experience. Too many booking options created hesitation, confusion, and operational drag. Guests needed simplicity, not customization.

Working closely with the GoTab and REX teams, Atomic Golf tested and refined multiple booking models, iterating in real time to find what worked best for both guests and operations. Through that process, they landed on a simplified structure of just three all-inclusive tiers.

The impact has been massive. Daily reservations revenue jumped from \$2,000–\$3,000 to more than \$30,000.

COMPANY

Atomic Golf—Las Vegas

INDUSTRY

Eatertainment / Golf Entertainment

FEATURES

- POS + Handheld Ordering
- Reservation + Deposit Integration (REX)
- Kitchen Display System (KDS)
- Real-Time Tab Creation
- GoTab + REX + Tripleseat Integration



THE SITUATION

Atomic Golf set out to create a high-volume entertainment venue where guests could move effortlessly from booking to gameplay to dining. But early booking models created friction. Multiple packages and options made it difficult for guests to understand what they were purchasing, slowing decision-making and creating operational inefficiencies before guests even arrived.

Today, the team has simplified its offering to three all-inclusive tiers, dramatically improving clarity and booking velocity. But delivering on that promise at scale required a system that could seamlessly connect reservations, deposits, service, and payment.



You can't have people standing around trying to figure out what they booked. At this scale, it has to be clear, fast, and work every time.

—Bobak Mostaghasi, Founder & CEO

THE SOLUTION

With GoTab and REX, Atomic Golf has designed a fully integrated guest experience. Guests book through REX, selecting packages and placing deposits online. At check-in, reservations automatically convert into live tabs in GoTab, with all guest details and package information attached.

Servers access this information instantly through handheld devices, while orders route directly to the correct kitchen or bar through the KDS. Across more than 100 bays, six bars, and a central kitchen, the system eliminates manual handoffs and ensures real-time coordination.

Tripleseat supports Atomic Golf's group and event business by feeding event details and deposits into the GoTab + REX workflow. This ensures teams have clear visibility from booking through service, reducing manual coordination and keeping events running seamlessly at scale.

The result is a faster, clearer, and more scalable operation that allows guests to engage immediately and staff to operate with confidence, even at peak capacity.

THE BENEFITS

- ✓ **10x Increase in Reservations Revenue**
Simplified pricing drove daily bookings from \$2–3K to over \$30K.
- ✓ **Faster Guest Check-In**
Reservations automatically convert to live tabs with no manual steps.
- ✓ **Improved Staff Efficiency**
Handhelds and KDS eliminate delays and reduce labor friction.
- ✓ **Real-Time Operational Visibility**
Staff instantly see guest packages, orders, and status across the venue.
- ✓ **Seamless Guest Experience**
From booking to payment, every step flows without confusion.



More Than a POS



GoTab is an entertainment commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.