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Swingers to open 21,000 s/f “crazy golf” concept with Tavistock Restaurant Collection

August 30, 2024 - Retail



Boston, MA Swingers – the international global entertainment brand that fuses the quintessential British pastime of “crazy golf” with street food and cocktails in premium, immersive and theatrical locations – is hitting a long drive across the pond from its UK origins with its expansion to Boston, slated for the fall of 2025. For its fourth stateside destination, Swingers will team up with the award-winning Tavistock Restaurant Collection, the culinary powerhouse behind venerable Back Bay restaurants Abe & Louie’s and Atlantic Fish Co. on Boylston St. as well as Joe’s on Newbury on Newbury St.

Tavistock Restaurant Collection – owners of the Back Bay property at 777 Boylston St. that Swingers will call its local clubhouse – has entered a brand collaboration that will unite two industry names in creating an addition to the city’s adult social scene. Situated between Abe & Louie’s and Atlantic Fish Co., Swingers will encompass 21,000 s/f on the second and third levels overlooking Boston’s quarters. The venue is based around an immersive 1920s English country golf club design

with a collection of fun mini golf courses, several cocktail bars, elevated street food, and the brand's third "Swingers Carnival," an old-fashioned arcade feature.

With the Boston development still in its design phase, Swingers soon will welcome two more properties to their portfolio in late-2024: Dubai, slated to open in the fall, and Las Vegas with a November 8th anticipated opening.

"The Swingers brand is hitting a hole-in-one with their concept and we're excited to be joining forces in expanding their ever-growing US footprint here in Boston," said Greg Walker, managing director of Tavistock Restaurant Collection.

Swingers will be located at 777 Boylston St. in the Back Bay neighborhood.

"Abe & Louie's and Atlantic Fish Co. are synonymous with 'Boston' and we're grateful for the opportunity to infuse some local flavor into the celebrated Swingers brand," said Walker.

"Opening a Swingers in Boston has been a long-held ambition for us, and we knew the Back Bay would be the perfect neighborhood for our uniquely premium and fun concept," said Matt Grech-Smith, co-founder & co-CEO of Competitive Socialising, the company behind Swingers. "We are delighted to partner with Tavistock Restaurant Collection to become part of Boston's thriving social scene."

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