

An aerial photograph of a golf course green and sand traps. The green is a vibrant green, and the sand traps are a light tan color. The text is overlaid on the image in white.

Best Tees for Golfers

USGA/AGA Monthly Call

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USGA®

Objectives for Today's Presentation

1. Share progress on applying results from Golfer Experience research on “Best Tees for Golfers”
2. Request beta-testing sites (golf courses) from each AGA

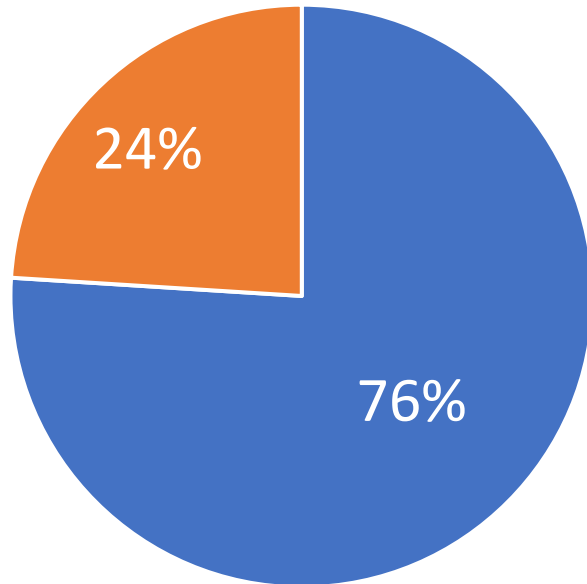
Background

This work represents the confluence of a few important programs:

- Distance Insights “shorter side of distance” follow on project by the USGA
- Ongoing USGA Green Section Fundamental Golfer Experience Research
- WHS short course portability work for ‘24 revision

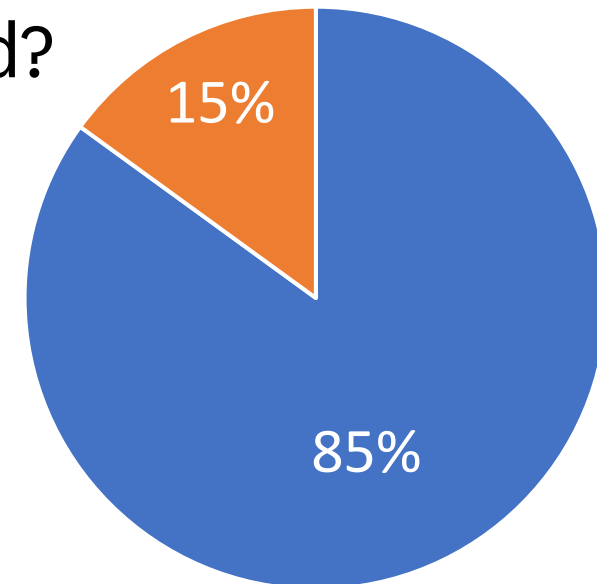
20,000 Golfers were surveyed:

Is it important for you to experience the designed strategies of the course from the tee you play?



■ Agree/Strongly Agree ■ Disagree/Strongly Disagree

Is it important for you to play a balance of different shots and clubs during a round?



■ Significant or Extremely Positive Impact ■ Slight or No Impact

A Survey of 20,000 Golfers aligns with:

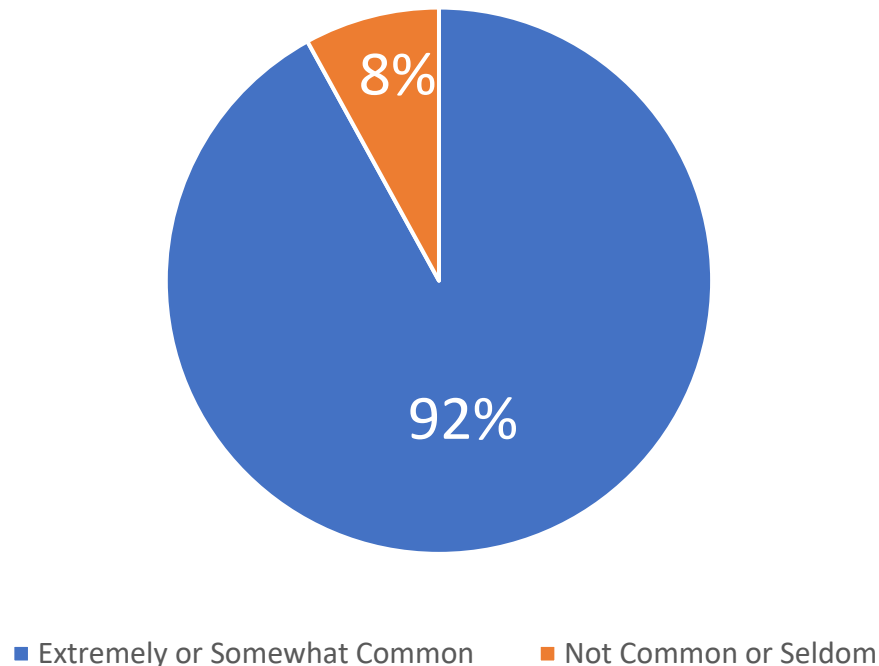
Definition of “Best Tees”:

With good shots on most holes, golfers are in the vicinity of the putting green without constantly using longer clubs on approach shots, giving more opportunities for pars and some chances for a birdie!!

However, do golfers play “Best Tees”?

... and while >99% LPGA and PGAoA Golf Professionals believe golfers have a better experience when they play from tees that fit their ability, when asked:

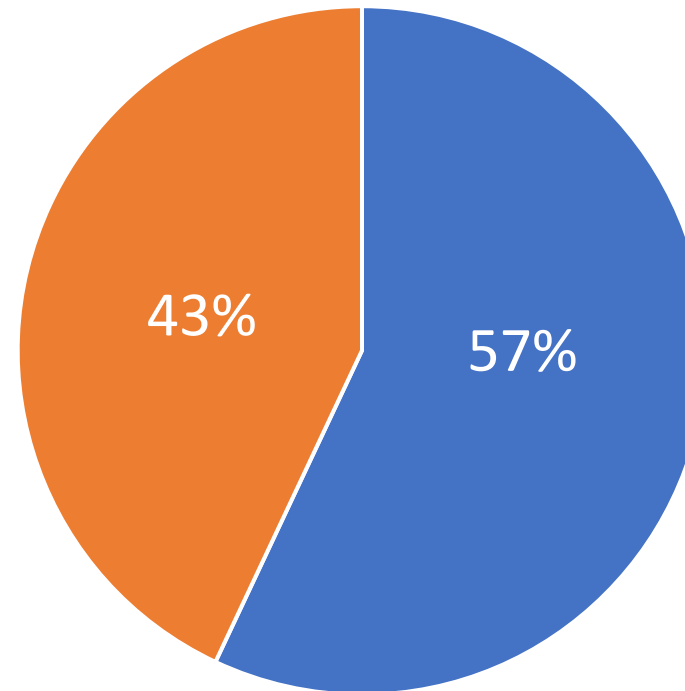
In your experience, how common is it for golfers to choose a set of tees that is too long for their ability?



Key Finding: USGA Score Posting Analysis estimates about half of men and three-quarters of women play too long a course.

Golfers admit themselves to playing too long

Do you ever feel like a course is too long for you?



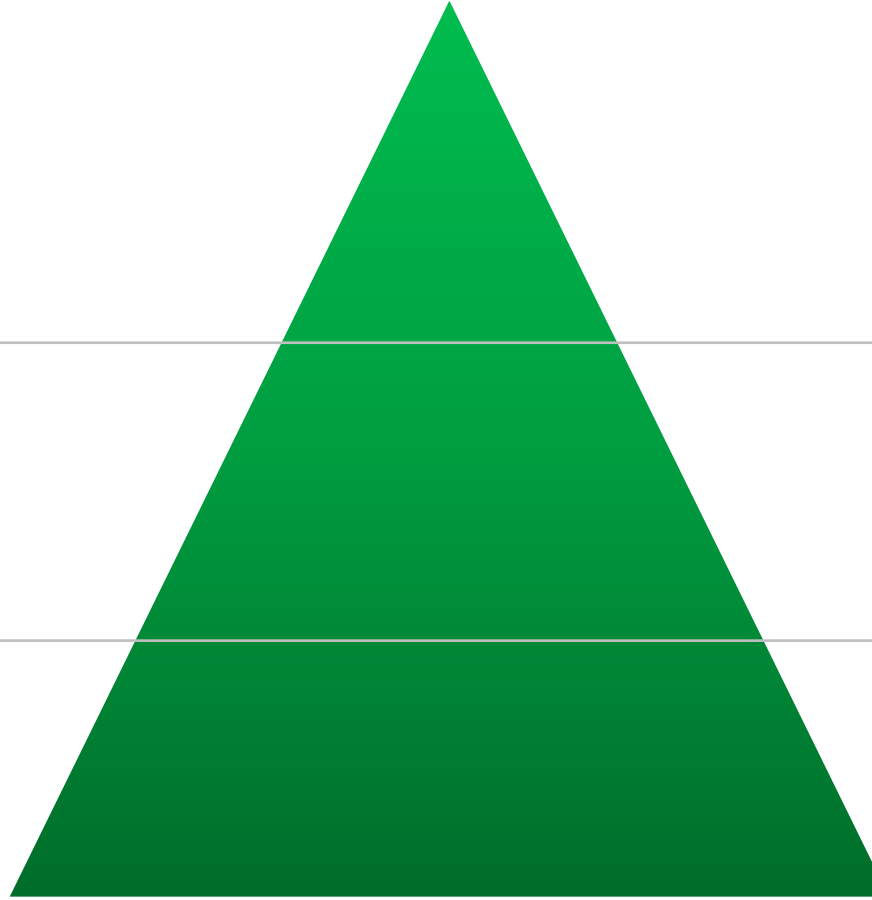
■ Sometimes or Often ■ Rarely or Never

Why don't golfers play "Best Tees"?

- Ego
- Peer pressure
- Creatures of habit

-
- Gender/Age Stigmas
 - Overestimated Ability

-
- Lack of "Enlightenment"
 - Lack of Options



Recommending Best Tees for Golfers

Utilizing:

1. Golfer Hole Length Preferences (20,000 golfer survey)
2. Golfer Hitting Distance Abilities (TrackMan fieldwork)
3. Golfer Tee Selection Behaviors (Score Posting Analysis)

A model has been developed to recommend a best playing length, customized for each course par, configuration of hole pars and tees offered, which is based on total 7-iron average hitting distance (including bounce and roll).

Model Output: Average Female Golfer @ 4951-Yard Course (Median Forward Tee)

Hole	Par	Length	Hole Length GX	Approach Club
1	4	265	Longer	5I / H
2	4	284	Longer	Fairway W
3	3	129	Longer	4I / H
4	5	405	Too Long	>6I
5	4	293	Longer	Fairway W
6	4	248	Middle	6I
7	3	131	Longer	Fairway W
8	4	290	Longer	Fairway W
9	5	401	Too Long	>6I
Out	36	2446		

Hole	Par	Length	Hole Length GX	Approach Club
10	4	286	Longer	Fairway W
11	4	270	Longer	5I / H
12	3	120	Longer	5I / H
13	5	435	Too Long	>6I
14	4	277	Longer	4I / H
15	4	300	Too Long	>3W
16	3	125	Longer	4I / H
17	5	428	Too Long	>6I
18	4	265	Longer	5I / H
In	36	2505		
Total	72	4951		

Tee Selector Infographic

For facilities to support golfers selecting the best tee

Will be customized with exact tee labels, course name and ideal 7-iron distance or range of distances for each tee offered.

SELECT YOUR TEE
PLAY FASTER, SCORE BETTER AND HAVE FUN

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CHOOSE THE TEE THAT MATCHES YOUR 7-IRON DISTANCE

TOTAL DISTANCE (Yards)	TEES
65 or less	Yellow
80	Yellow/Blue
95	Blue
110	Blue/Green
125	Green
140	Green/Red
150	Red
160	Red/Black
175 or more	Black

MOGGY BROOK GOLF CLUB

Logos: USGA, GCSAA, NGCOA, LPGA, PGA, GCBA

Mock Scorecard

Preliminary market research showed that building it into the scorecard was preferred

Option 1: Table on the back of the card

Average 7-Iron Distance (yards)	Recommended Tee	Course Length (yards)
More than 150	Gold	6800
140 - 150	Gold / Red Combo	6400
130 - 140	Red	6000
120 - 130	Red / White Combo	5600
110 - 120	White	5200
105 - 115	White / Green Combo	4800
95 - 105	Green	4400
85 - 95	Green / Blue Combo	4000
Less than 85	Blue	3600

For more information, contact Dave Pierce at dpierce@usga.org or send an email to the USGA Green Section at golferexperience@usga.org.

NO-NAME LAKES GOLF COURSE

*Select the best tee using
7-iron distance
to have more fun!*

LIBERTY CORNER, NJ

USGA Tee Selector Example Scorecard - 2023



Mock Scorecard

Option 2: 7-iron distance built into the card

NO-NAME LAKES GOLF COURSE											
Hole	7-iron	1	2	3	4	5	6	7	8	9	Out
Gold	155	383	402	526	408	201	443	528	158	435	3484
Red	135	336	363	476	363	165	395	480	120	376	3074
White	115	295	326	423	299	120	328	415	105	342	2653
Green	100	246	277	359	250	106	279	351	91	293	2252
Blue	80	204	225	275	208	90	237	292	78	251	1860
Handicap		17	5	7	11	9	1	13	15	3	
Par		4	4	5	4	3	4	5	3	4	36
Gold/Red	145	383	363	476	408	165	395	528	158	376	3252
Red/White	125	336	326	476	363	120	328	415	120	342	2826
White/Green	110	295	277	423	250	106	328	415	105	293	2492
Green/Blue	90	246	225	275	250	106	279	292	78	293	2044

Date: _____ Scorer: _____

USGA GreenSection													
	10	11	12	13	14	15	16	17	18	In	Tot	Hcp	Net
I	402	502	186	406	423	408	300	161	528	3316	6800		
N	360	460	155	347	371	361	263	135	474	2926	6000		
I	308	422	125	316	331	325	204	120	396	2547	5200		
T	259	358	111	266	282	277	157	104	334	2148	4400		
A	217	274	95	219	233	227	115	85	275	1740	3600		
L	8	6	12	14	2	10	16	18	4				
S													
Par	4	5	3	4	4	4	4	3	5	36	72		
Gold	402	502	155	347	371	408	300	135	528	3148	6400		
Red	360	422	155	347	371	325	263	135	396	2774	5600		
White	308	358	125	266	331	325	157	104	334	2308	4800		
Green	259	274	111	266	233	277	157	104	275	1956	4000		

Attest: _____

Playability Infographic

There is more to tee selection than purely distance!

Optional additional infographic to support golfers selecting the best tee



Best Practices

- Rate all tees for all players
- Don't create barriers with course setup and presentation
- Encourage golfers to measure average 7-iron hitting distance
- Make tee recommendations part of the culture at your course based on hitting distance and course playability

Request for each AGA

Please nominate a couple of golf facilities in your jurisdiction that would be willing to beta-test this tee recommendation system.

It's free!

The only requirement is for each participating course to provide feedback. Send course name and contact information to dpierce@usga.org

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FOR THE GOOD OF THE GAME.®

An Example Par 4 Hole – Idealized Tees

- A variety of golfer abilities from shorter to longer hitting distances are accommodated
- Does not preclude the use of shared tees or a combo-tee course that varies the approach clubs used over 18 holes

