



Best Tees for Golfers

Presented at the GCBAA Summer Meeting

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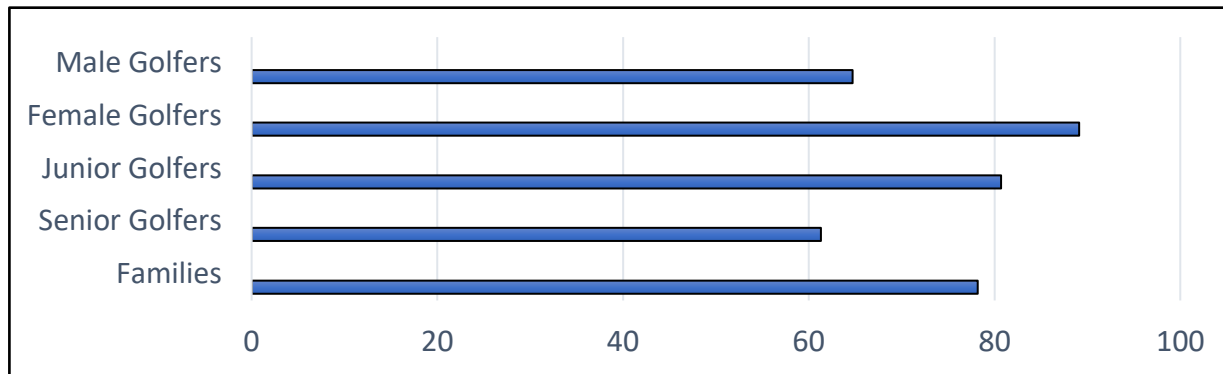
A New Collaborative Approach



AMERICAN SOCIETY of GOLF COURSE ARCHITECTS

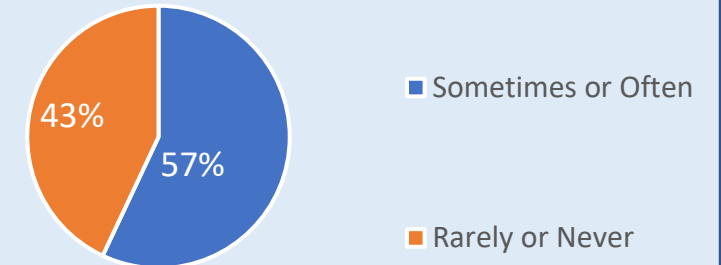


With good shots on most holes, golfers are in the vicinity of the putting green without constantly using longer clubs on approach shots, giving more opportunities for pars and some chances for a birdie!!



Percentage of NGCOA members hoping to attract golfers from these groups.

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



57% of golfers admit the course played is too long!

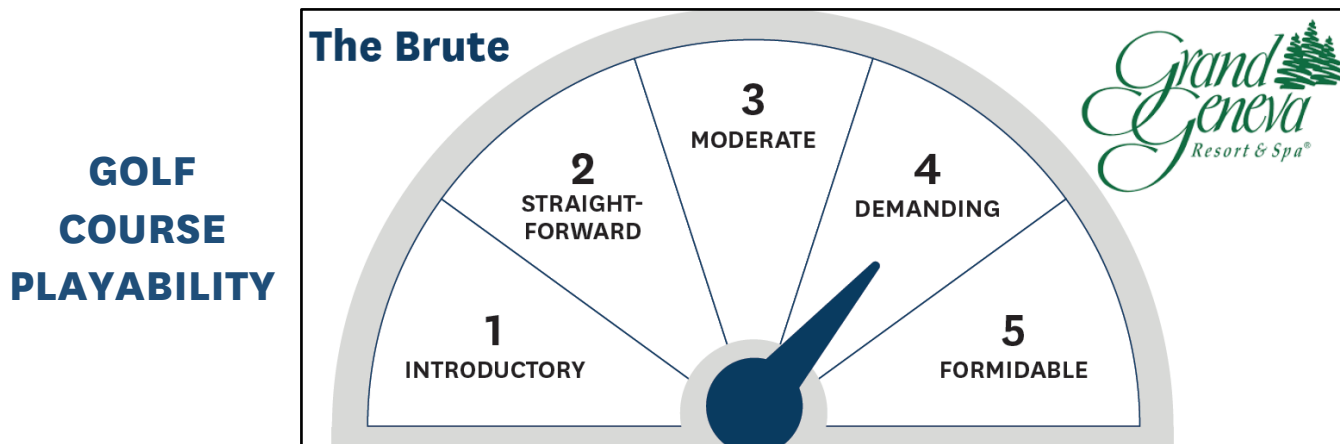
Key Finding: USGA Score Posting Analysis estimates about half of men and three-quarters of women play too long a course.

Comprehensive System in Beta-testing

Golfers Prefer a Range of Manageable Approach Shots

Relative hole lengths are similar from shortest to longest golfers!!

Existing Systems	New Best Tee System
Longer, hard to hit, more exaggerated clubs (driver & 5-iron)	Easier to hit, less exaggerated club (7-iron)
Linear – recommended playing length becomes very long for long hitters	Non-linear – based on golfer preferences, ability and behaviors
No adjustment – universal for all courses	Fully customized for each course
No change for Effective Playing Length factors	Can account for all EPL factors



SCORE BETTER, PLAY FASTER

Use Your 7-Iron Distance to Select Your Tee

TOTAL 7-IRON DISTANCE (Carry and Roll Yardage)	TEES
120 or less	Red
130 - 140	Silver
140 - 150	Hybrid
155 - 165	Gold
175 or more	Blue

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