

Tee ^{it} FORWARD

and

PLAY9

Hunki Yun, USGA

PRESENTED BY THE **USGA** 

TEE IT FORWARD

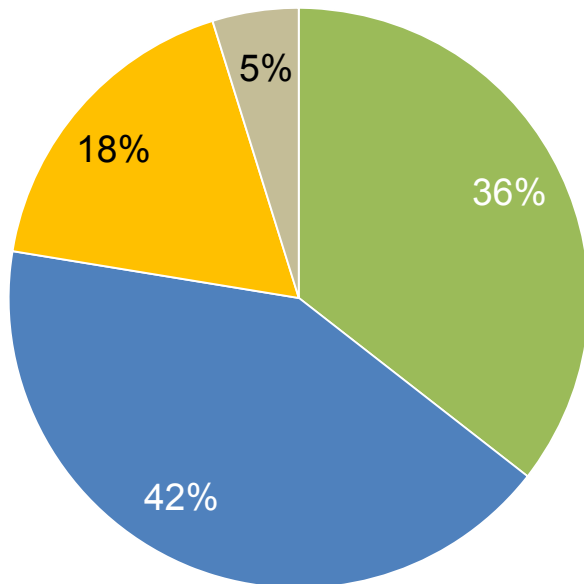
Golfer Sentiment

- **88% of golfers said that it had a positive impact on the enjoyment of their round**
 - 59% report “significantly positive” impact
 - 29% report “some positive” impact
- **57% said they are familiar with TEE IT FORWARD**
- **47% said they had tried TEE IT FORWARD during the past 12 months**
- **57% of golfers said on the course that they typically play, they hit the ball far enough to hit the par 4s and par 5s in regulation**

TEE IT FORWARD

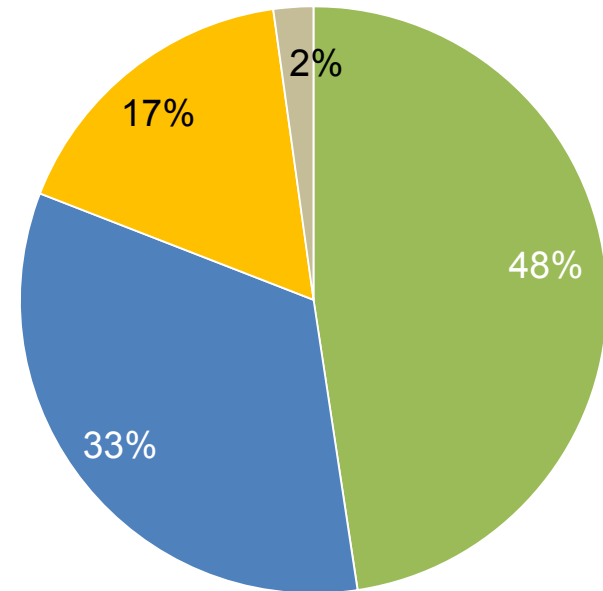
Facility Sentiment

2013



- We actively promote it at our golf facility
- We have tried it out on a limited basis
- I am aware of it, but do not promote it at our golf facility
- I am not aware of this program

2014



TEE IT FORWARD

USGA will take over administration of TEE IT FOWARD

TEEITFORWARD.ORG

The screenshot displays the Tee It Forward website interface. At the top, the logo "Tee It FORWARD" is visible. Below the logo, there is a list of golf courses with their details, including name, address, website, and type of facility. To the right of the list is a search form titled "FIND A COURSE NEAR YOU" with fields for City, State, and Zip Code, and a "Search" button. Below the search form is a "SIGN UP TODAY" section with a "Register" button. The background of the website shows a golf course landscape.

Course Name	Address	Website	Type of Facility	Distance
Shipyards Golf Club	45 Shipyards Dr Hilton Head Island, SC 29928-4942	Www.Heritagegolfgroup.Com	Public	0.7 Miles Map It!
Wexford Golf Club	111 Wexford Club Dr Hilton Head Island, SC 29928-3369	Www.Wexfordplantation.Com	Private	0.9 Miles Map It!
Sea Pines CC/ Members Course	30 Governors Rd Hilton Head Island, SC 29928-3034	Www.Seapinescountryclub.Com	Private	1.4 Miles Map It!
Palmetto Dunes/R.T. Jones Crse	7 Trent Jones Ln Hilton Head Island, SC 29928-7655	Www.Palmettodunes.Com	Public	2.1 Miles Map It!
The Golf Club at Indigo Run	101 Berwick Dr Hilton Head Island, SC 29926-2290	Www.Thegolfclub-Indigorun.Com	Private	2.5 Miles Map It!
Harbour Town Links	11 Lighthouse Ln Hilton Head Island, SC 29928-7271			3.7 Miles Map It!

FIND A COURSE NEAR YOU

City:

State:

OR

Zip Code:

Search

SIGN UP TODAY

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Register

TEE IT FORWARD

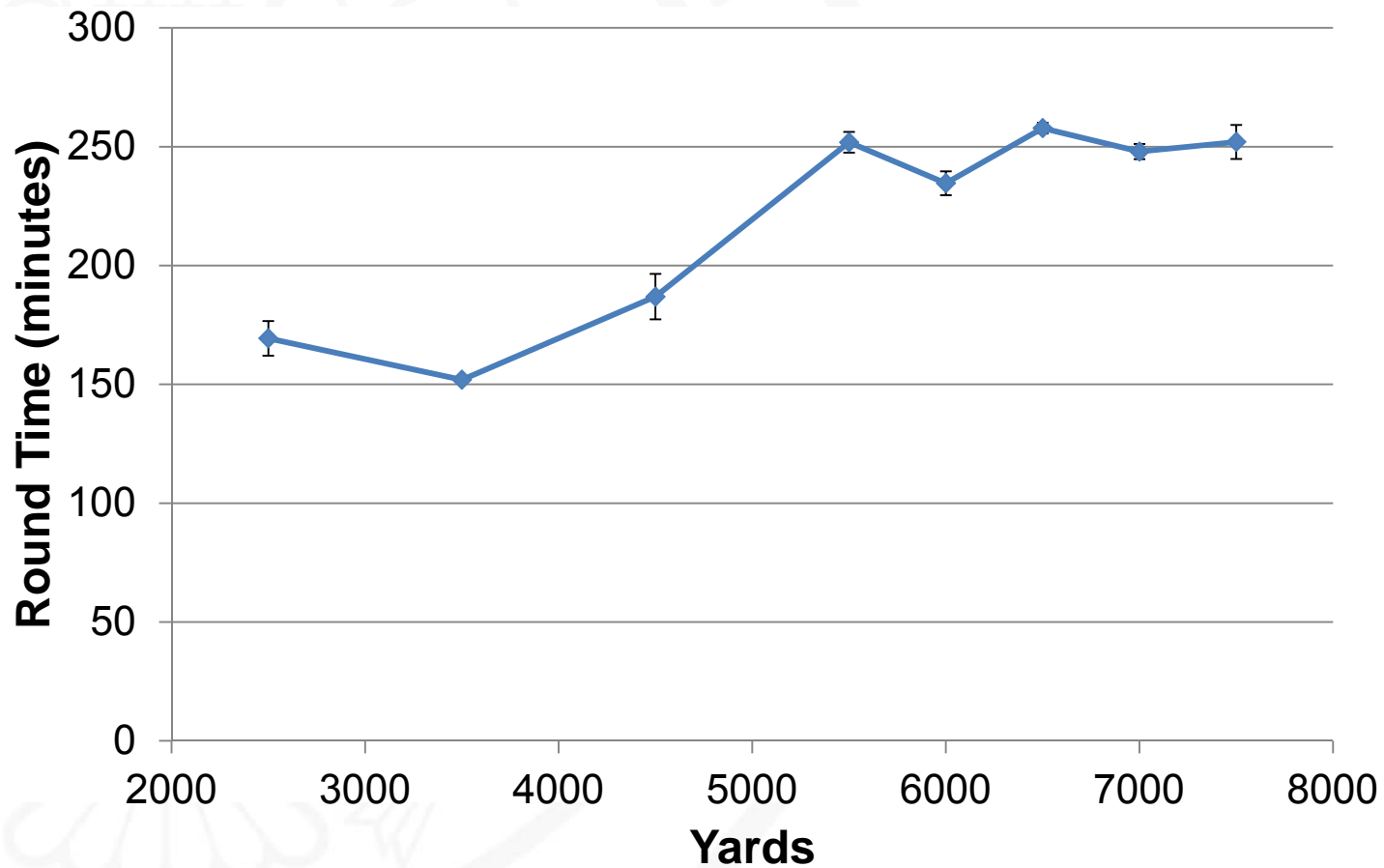
USGA will take over administration of TEE IT FOWARD

TEEITFORWARD.ORG


The screenshot displays the Tee It Forward Course Locator interface in a Google Chrome browser window. The browser's address bar shows the URL: `qa.usga.org/tif/map_it.aspx?lat=32.164761&lon=-80.754698&crsNo=5`. The main content is a map of Hilton Head Island, South Carolina, featuring several red location pins indicating golf courses. Labeled locations on the map include Okatie, Bluffton, Pinckney Island National Wildlife Refuge, Hilton Head Island, and Harbour Town Links. The map includes standard navigation controls like a compass and zoom in/out buttons. To the left of the map, there is a sidebar with a list of search results, each showing a snippet of text and a 'Type' label. To the right, there is a search input field with a 'Search' button and a 'Register' button at the bottom right of the page.

TEE IT FORWARD




Development of Programs and Best Practices



PLAY 9



Join American Express and the United States Golf Association to get more out of the game you love.



- Promotion of nine-hole rounds and other formats of play and activities that take less time than a standard 18-hole round: driving range, Get Golf Ready, taking a lesson, putting green
- 24 percent of total rounds were nine-hole rounds
- Highlighted by Play 9 Day: July 23, 2014
- Nearly 1.5 million nine-hole rounds were posted on GHIN in June and July of 2014, a 13.4% increase over June and July of 2013
- Three-year commitment

PLAY 9 DAY

USGA staff participated on Play 9



- Putting Competition at Golf House
- Activities at Neshanic Valley G.C.
 - Nine holes on regular course
 - Academy course
 - Clinic

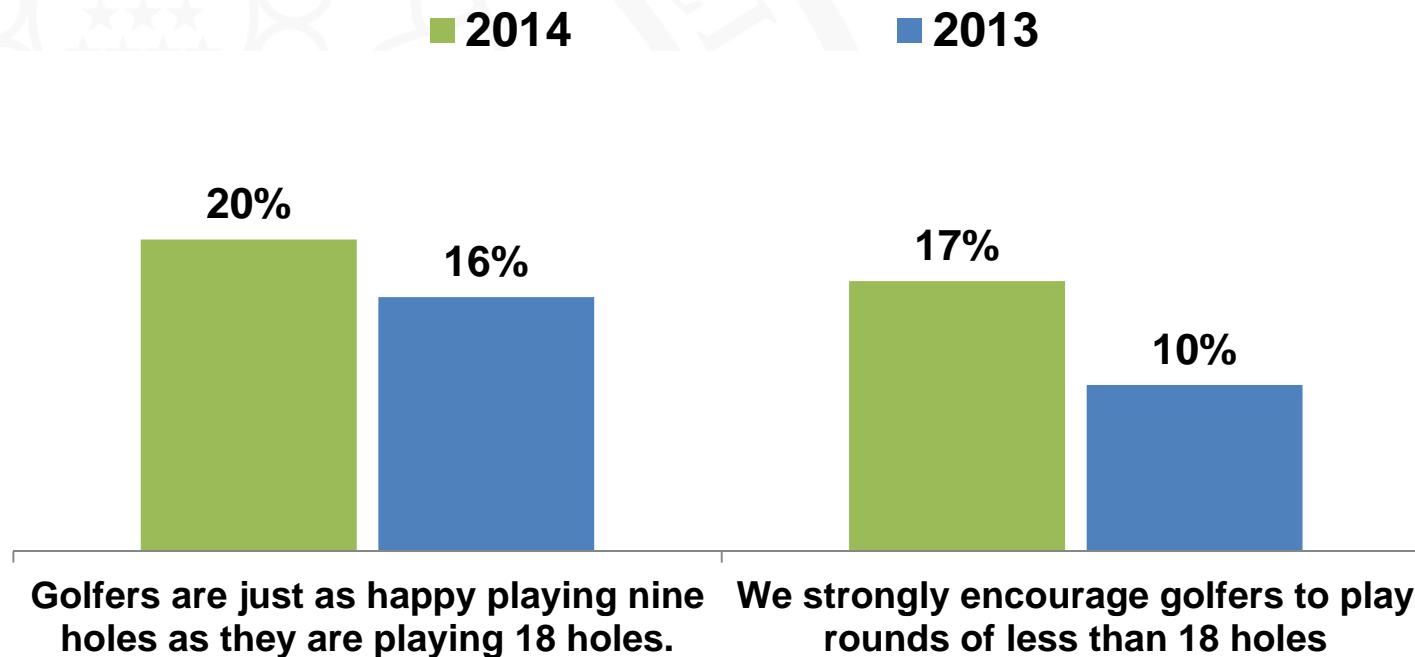
PLAY 9

Golfer Sentiment

- **24% of total rounds were nine-hole rounds**
 - 38% of rounds by golfers under age 40 were nine holes
 - 35% of rounds by casual golfers were nine holes
 - 35% of rounds by women were nine holes
- **37% of all golfers say they are just as happy playing nine holes as they are playing 18 holes**
 - 33% of men
 - 58% of women
 - 26% of avids
 - 49% of casuals
- **28% of casual golfers have seen promotional advertising for Play 9**

PLAY 9

Facility Sentiment



- 18% of facilities promoted Play 9 Day
- Among those not promoting Play 9 Day:
 - 64% didn't feel it would have significant positive impact on customer satisfaction
 - 17% didn't feel it would provide enough ROI

PLAY 9

Development of Programs and Best Practices

- Further study: Surveys, focus groups
- Identify key audiences
- Set Play 9 Day as early as possible
- Establish an earlier planning cycle
- Work American Express to produce programming
- Develop and deliver communications and toolkits earlier to increase understanding and engagement
- Enhance Play 9 hub for newly designed usga.org