

This year, *Golf Course Industry* is publishing feedback from golfers throughout the United States. We're conducting this research to establish a dialogue between the professional community and golfers. On this page, we'll report trends, likes/dislikes, suggestions and other information we gather through our face-to-face, Web-based and phone research.

Ooohhh! That looks nice.

Aesthetics is an integral aspect of the game of golf. Some properties are naturally in the perfect setting; others need more earth-moving and tree-cutting during the development process to become aesthetically pleasing. Like golf course architects and builders, superintendents have a role in making a course beautiful. Maintaining green grass, different heights of cut, striping and tree management are a few examples.

But what might be aesthetically pleasing to one might not be to another. Below are charts depicting what golfers think about the importance of golf course aesthetics.

A random sample of golfers throughout the country were surveyed by Insight Express, a market research company. Golfers surveyed play at least five rounds a year. There were a total of 200 responses and multiple answers were allowed.

What aesthetics are most important to you when selecting a course to play?

- 76%** Course is in good shape — green grass from the fairways to the rough to the greens
- 10%** Multiple bunkers/sand traps
- 8%** Multiple water-hazards
- 19%** Numerous and mature trees
- 11%** Lack of unrepaired divots
- 64%** Greens that are smooth and consistent
- 17%** At least one 'signature' hole
- 31%** Well maintained tee boxes
- 4%** Other



If you were to choose between two courses to play and all things were equal, including price, which course would you choose to play?