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Good Good Championship to debut on PGA TOUR in 2026

PGA TOUR returns to Austin with FedExCup Fall event, set for Nov. 9-15, 2026, at Omni Barton Creek Resort & Spa's Fazio Canyons Course

AUSTIN, Texas and PONTE VEDRA BEACH, Florida – The PGA TOUR and Good Good Golf announced today a new PGA TOUR tournament, the Good Good Championship, set to debut in 2026 during the FedExCup Fall at Omni Barton Creek Resort & Spa's Fazio Canyons Course in Austin, Texas.

The inaugural tournament, taking place the week of Nov. 9-15, 2026, will be broadcast on Golf Channel and three properties produced from PGA TOUR Studios: PGA TOUR LIVE on ESPN+, Sirius XM and the World Feed. The Good Good Championship will feature a field size of 120 players with 500 FedExCup points awarded to the winner.

"The PGA TOUR is proud to return to the great City of Austin for the first time since 2023 for the Good Good Championship, an exciting new event as part of the FedExCup Fall," said Tyler Dennis, PGA TOUR Chief Competitions Officer. "We are pleased to partner with Good Good Golf and Omni Hotels & Resorts on this unique event as the PGA TOUR further connects and engages with our game's younger fans."

Since its inception in 2020, Good Good has grown into one of the fastest-growing brands in golf and has emerged as a leader at the intersection of media, community, and premium products. Following a \$45M fundraise this past spring, Good Good doubled down on their commitment to live events and live programming which aired on YouTube, Peacock and the Golf Channel. The Good Good Championship marks the organization's first partnership with the PGA TOUR, a multi-year agreement, and its first-ever sponsorship of a professional golf event.

"This tournament is designed to amalgamate our social and live communities together, across all demographics that are passionate about golf," said Matt Kendrick, founder and CEO of Good

Good. “We couldn’t ask for better partners in the PGA TOUR and Omni Hotels & Resorts, who not only appreciate our ethos but embrace it.”

Omni Barton Creek’s award-winning Fazio Canyons golf course recently underwent an extensive renovation, with architect Tom Fazio playing a significant role in restoring the course he originally designed in 1999. The 7,433-yard, par-72 layout winds through limestone cliffs and the meandering Short Spring Branch, framed by stately Red Oaks and Sycamores. Scenic vistas and strategically designed holes create a championship-caliber challenge for golfers while highlighting the natural beauty of the Texas Hill Country.

“We are thrilled the PGA TOUR, in partnership with Good Good Golf, is returning to Austin at Omni Barton Creek Resort & Spa for what is sure to be one of the highlights of the 2026 FedExCup Fall schedule,” said Kurt Alexander, President of Omni Hotels & Resorts. “Omni Barton Creek has a long-standing tradition of championship golf, and the Fazio Canyons Course will provide the perfect setting to showcase some of the best golfers in the world. Good Good is at the forefront of innovation and creativity in the golf space, and we look forward to working with them and the PGA TOUR to engage with golf fans in new and exciting ways.”

HNS Sports Group, an Ohio-based event management LLC specializing in golf, will manage the event.

For additional information and to register to learn more about the Good Good Championship, including sponsorship and volunteer opportunities, please visit the event website at www.GoodGoodChampionship.com. To stay connected with the Good Good Championship on social media, follow the event on X and Instagram at @goodgoodchamp and on Facebook at @goodgoodchampionship.

To access and download the event logo and imagery from Omni Barton Creek Resort and Spa approved for editorial use, [click here](#). B-roll and photography from the announcement will be added throughout the day.

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About PGA TOUR

By showcasing golf’s greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions events on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. PGA TOUR members represent the world’s best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel and video streaming service on ESPN+. Internationally, the PGA TOUR Studios-produced World Feed is available across 200+ countries and territories in 30 languages via 39 broadcast and digital partners. To date, events

across all Tours have generated more than \$4 billion in charitable giving.

Fans can follow the PGA TOUR via: the PGA TOUR app and PGATOUR.COM; social media channels, including [YouTube](#), [Facebook](#), [Instagram](#) (in [Spanish](#), [Korean](#) and [Japanese](#)), [LinkedIn](#), [TikTok](#), X (in [English](#), [Spanish](#) and [Japanese](#)); the PGA TOUR Channel on Free Ad-Supported Television (FAST) platforms such as the Roku Channel, Samsung TV Plus, PlutoTV, Xumo, LG Channels, Tubi, Amazon's Freevee, FireTV and Alexa devices; and WhatsApp (in [English](#) and [Spanish](#)), [WeChat](#), [Weibo](#), [Toutiao](#) and [Douyin](#).

About Good Good Golf

Good Good Golf is a leading golf brand at the intersection of media, community, and premium products. With over 4 million social subscribers and a rapidly growing global audience, Good Good Golf delivers high-quality content combining entertainment, competition, and instruction. Backed by a \$45 million investment led by Creator Sports Capital and including Omaha Productions, the brand aims to make golf more accessible, dynamic, and culturally relevant. Good Good Golf offers premium apparel, accessories, and equipment, positioning itself as a respected top-tier brand for golfers worldwide.

About Omni Barton Creek Resort & Spa

Omni Barton Creek Resort & Spa combines authentic Texas hospitality with world-class amenities in the heart of the Texas Hill Country, just 20 minutes from downtown Austin. The resort features 493 freshly designed guest rooms and suites; four championship golf courses designed by Tom Fazio, Ben Crenshaw, and Arnold Palmer; the rejuvenating Mokara Spa; and multi-tiered pools, including an adults-only infinity pool with breathtaking Hill Country views. The resort offers a variety of unique dining experiences ranging from an acclaimed steakhouse to casual poolside fare, along with Latin American cuisine, healthy Texas-inspired dishes, and craft cocktails. Recently renovated, Fazio Canyons and Omni Barton Creek Resort & Spa are consistently rated among the top golf destinations in Texas and across the United States. The course and resort receive ongoing recognition from leading publications including *Golfweek*, *Golf Digest*, *Travel + Leisure* and *Condé Nast Traveler* for their exceptional golf experiences, elevated amenities, and Texas charm. For more information, please visit omnibartoncreek.com and follow along on Instagram at [@omnibartoncreek](https://www.instagram.com/omnibartoncreek).

About Omni Hotels & Resorts

Omni Hotels & Resorts creates genuine, memorable guest experiences at more than 50 distinct hotels and resorts in the country's most popular leisure and business destinations across the United States and in Canada. With 28 iconic golf courses, multiple short courses, and 25 award-winning spas in dynamic locales nationwide, every Omni proudly opens its doors to share the true spirit of its destination. Omni Hotels & Resorts is the Official Hotel of the PGA TOUR® and PGA of America. Additionally, for every birdie-or-better made during each PGA TOUR event, Omni provides four meals to a family in need. This past season the hotel company has donated nearly 215,000 meals to the local Feeding America food banks in each tournament's home city as part of Omni's

[Say Goodnight to Hunger](#) initiative. For information or to book accommodations, visit omnihotels.com or call 1-800-The-Omni.

About HNS Sports Group

HNS Sports Group is well positioned to assist companies that find value in the golf industry and build and execute comprehensive golf branding or sponsorship strategies. Effectively understanding the golf marketplace today is a significant challenge, and the HNS Sports Group team possesses over 125 years of collective experience that is applied to lead companies in their efforts to maximize value from golf sponsorship and event participation. To learn more about HNS Sports Group, visit www.hnssports.com.