



Official Experience Insights Provider  
of the PGA TOUR

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## **PGA TOUR, Qualtrics announce expanded relationship to enhance fan experiences**

*Qualtrics becomes Official Tool of “Voice of the Gallery,” part of the Fan Forward initiative*

**PONTE VEDRA BEACH, Florida and PROVO, Utah** – The PGA TOUR today named Qualtrics® the official tool of its new “Voice of the Gallery” program, part of the TOUR’s Fan Forward initiative designed to elevate fan experiences across PGA TOUR events by understanding and acting on their needs.

The PGA TOUR launched the Voice of the Gallery program, powered by Qualtrics, to capture insights into the on-site experience from fans attending PGA TOUR events in post-round feedback. Results are shared with executive and tournament leadership to drive improvements at individual events and identify trendlines across the TOUR schedule.

The TOUR welcomes hundreds of thousands of fans each year, and Qualtrics powers the collection and analysis of their real-time feedback to better inform improvements to the on-site fan experience, player engagement initiatives and internal culture programs. As part of the Fan Forward initiative, Qualtrics enables event staff to identify and address challenges while fans are still on site, creating a more engaging and responsive experience at all PGA TOUR events.

As an example, during the 2025 Cognizant Classic in The Palm Beaches, fan feedback through the program translated directly into real-time action, with guest input highlighting the need for enhanced bar staffing at certain areas, with additional support added in response. Later in the week, feedback on reduced concessions near the 17th hole resulted in added inventory and expanded staffing at the high-traffic location, ensuring fans had ample amenities as they followed the action.

The expanded program builds on the multi-year relationship between Qualtrics and the PGA TOUR. Qualtrics serves as a key platform for PGA TOUR members to provide direct feedback on event operations, course conditions and broader membership topics throughout the year. From weekly surveys to the End-of-Year Player Membership questionnaire, insights gathered through Qualtrics help the Player Relations team better understand what matters most to players and continue to evolve the TOUR experience.

“Listening to our fans and players is essential to how we continue to evolve and elevate the PGA TOUR experience,” said Andy Weitz, PGA TOUR Chief Marketing Officer. “Qualtrics provides the tools and insights the TOUR needs to ask the right questions, understand what matters most and respond quickly with meaningful solutions. We’re excited to expand our partnership with Qualtrics as we continue to put Fan Forward insights at the center of our decision-making.”

“The PGA TOUR understands that great fan experiences are built by a deep understanding of what fans and players need, and acting on it when and where it matters most,” said Brad Anderson, Qualtrics President of Products, UX, Engineering and Security. “With Qualtrics, the TOUR captures insights at scale and understands them in context to deliver great fan experiences that create lasting relationships that grow the game for generations to come.”

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### **About PGA TOUR**

The PGA TOUR’s mission is to deliver the world’s most compelling professional golf competition, featuring the sport’s greatest players, for fans, partners and communities.

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 26 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR operates PGA TOUR Studios—a state-of-the-art production studio redefining golf content for fans worldwide—and has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel, with video streaming service on ESPN+ and additional coverage on multiple Free Ad-Supported Television (FAST) channels. Internationally, the PGA TOUR Studios-produced World Feed is available across 200+ countries and territories in 30 languages via 35 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 at PGATOUR.COM, on the app and in multiple languages across their favorite social media pages.

### **About Qualtrics**

Qualtrics is trusted by thousands of the world’s best organizations to power exceptional customer and employee experiences that build deep human connections, increase customer loyalty, boost employee engagement, and drive business success. Our advanced AI and specialized Experience Agents™ allow businesses and governments to proactively interact with customers and employees in personalized ways across every channel and touchpoint, respond in-the-moment to fix or improve experiences, and stay across the latest market trends and opportunities.

### **About the PGA TOUR’s Fan Forward initiative**

Launched by the PGA TOUR in 2024, Fan Forward is the single largest fan outreach in the organization’s history, with more than 50,000 participants. Fan Forward research provides the PGA TOUR with vital data around who its fans are, what they want to see more of and how the organization can increase connection with the PGA TOUR and the game of golf. Fan Forward is an ongoing initiative, and outreach continues as new innovations are tested and implemented to create the best version of the PGA TOUR. For more information on the PGA TOUR’s Fan Forward

initiative and to view examples of Fan Forward-driven innovation, visit <https://www.pgatour.com/fanforward>.