

Behind the scenes at the US Open

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Professional golf is not just a game but an industry. There is evidence of such everywhere and during my visit to the US Open at Pebble Beach this year it became more and more obvious that even the great time honoured events are now embracing the need to fall into line with the growing commercialisation of the game.

During tournament week a total of 259,453 people attended the Championship on the Monterey Peninsula just over two hours south of San Francisco. Even on Monday of tournament week 17,374 golf fans attended the first official practice round to watch the likes of Tiger Woods play a practice round with Arjun Atwal and Dustin Johnson. If only we realised what an impact Johnson and Woods would have on the tournament later in the week we might have spent more time walking with them. [READ MORE>>>](#)