

This week on the LPGA Tour: ISPS Handa Women's Scottish Open at Dundonald Links



Aon Insight

An accurate tee shot at the 14th at Dundonald Links is critical to subsequent success the rest of the hole. In 2023, players who missed the fairway here averaged half-a-stroke higher than those who hit it. Going for this green in two is virtually impossible without finding the fairway first: over the last two years, only 3% of players have hit the green in two after missing the 14th fairway. Last year, Celine Boutier found this fairway three times, including on Sunday, when her birdie gained 0.87 strokes on the field.

14 **5** **515/495**
Hole Par Yards

14th Hole at Dundonald Links

	2022	2023
Driving Distance	255 yds (98% Driver)	256 yds (98% Driver)
Fairways Hit	73%	73%
Missed Fairway Penalty	0.41	0.50
Go for Green	21%	13%
Go for Green SG	+0.16	+0.24

Leaderboard Update

POS	PLAYER	SCORE TO PAR
1	Atthaya Thitikul	-0.938
2	Haeran Ryu	-0.929
T3	Kaitlin Milligan	-0.917
T3	Natthakritta Vongtaveelap	-0.917
5	Lilia Vu	-0.900



Aon Risk Reward Challenge



Number of tournaments

30

Prize money awarded

\$1M

2023 Winner: Angel Yin

About Aon

Aon is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

Aon's golf partnerships are anchored by a clear narrative – insight derived from data and delivered by experts – our sports partnerships allow us to connect authentically with our clients and colleagues around their passion points.

In addition to partnerships with the PGA TOUR and LPGA Tour, Aon is a worldwide partner of the Ryder Cup.

What is the Aon Risk Reward Challenge?

The Aon Risk Reward Challenge is a season-long competition on the LPGA Tour testing the abilities of the world's best players to make thoughtful, strategic decisions on the most challenging holes ("Aon Risk Reward Challenge holes") throughout the year.

At the end of the regular season, the most consistent player on Tour, with the lowest average score under par, on the Aon Risk Reward Challenge holes captures the \$1 million prize and the Aon trophy.

Aon's Risk Reward Challenge Scoring

One hole is selected at each tournament as the designated Aon Risk Reward Challenge hole for the week (hole is strategically challenging in nature).

For every participating event, a player's best two scores on the designated hole counts towards the season-long leaderboard.

The player with lowest average score under par across the regular season wins the Aon Risk Reward Challenge and will be awarded at the CME Group Tour Championship.

Aon and the PGA TOUR

The 2024 season will showcase the next evolution of Aon's partnership with the PGA TOUR, which will integrate the use of real-time analytics and capitalize on changes to the TOUR's reimagined 2024 schedule.

Aon will headline the Aon Next 10 and the Aon Swing 5, which recognize better decision-making and the elite performance required to break into Signature Events.

Key elements of the Aon Risk Reward Challenge program have evolved to "Better Decisions Breakdown" segments that use emerging technology to provide real-time analysis of player decisions. To learn more, visit

pgatour.com/aonbetterdecisions

Upcoming Aon Risk Reward Challenge Holes

- **AIG Women's Open (12th Hole)**
- **FM Championship (12th Hole)**

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Players, caddies and LPGA or Aon Executives are available to provide quotes and insight about this week's Aon Risk Reward Challenge hole or the season-long competition.

Watch Aon Risk Reward Challenge Hole Breakdowns All Season Long

[Watch Now On Aon's YouTube Channel](#)