

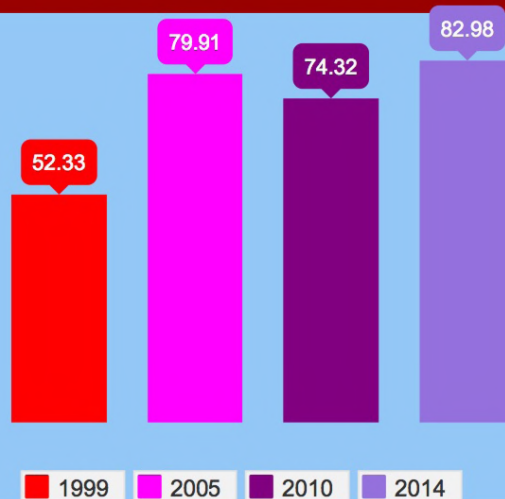


## Economic Impact Study

April 14-20, 2014

Conducted by Clemson University and University of South Carolina - Beaufort

### IMPACT HISTORY ADJUSTED TO 2005 DOLLARS



ECONOMIC IMPACT = \$96.142 Million in 2014



% of spectators who were highly satisfied with the tournament and tournament attributes

91.6

72.8% of respondents with a permanent residence outside of Beaufort County indicated they are 'highly likely' to return to Hilton Head Island another time of year.



average visitor spends \$1208

79.7

% of spectators that have attended the multiple times



1,178 jobs created in 2014



% of spectators who indicated  
word of mouth was influential in their  
decision to attend

**55.6**

## SPECTATOR PROFILE



63.4% make more  
than \$100,000

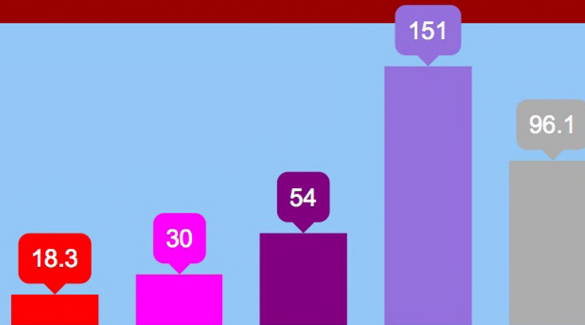


73.4% completed a 4  
year college degree



Average age of  
spectator is 48.2

## COMPARE THE RBC HERITAGE TO OTHER SPORTING EVENTS



■ 2011 Cooper River Bridge Run ■ 2013 Family Circle Cup  
■ 2009 Darlington Raceway ■ 2014 Players Championship  
■ 2014 RBC Heritage

**57.2% of RBC Heritage spectators live outside Beaufort County**

**Over 7 days, 1474 spectators completed the survey using an iPad-based application.  
IMPLAN Economic Modeling System was utilized to determine the results.**