

TOURNAMENT FACTS



WHEN

April 14-20, 2014

SITE

Harbour Town Golf Links at The Sea Pines Resort is recognized as one of America's top courses, and is repeatedly selected by the PGA TOUR professionals as one of their favorites. The Sea Pines Resort occupies 5,000 acres on the southern most tip of Hilton Head Island. It offers accommodations, recreation and sports amenities unequaled by any other PGA TOUR stop in the country.

PURSE

\$5.8 million. Winner's share \$1,044,000

HISTORY

2014 marks the 46th year of the event. Harbour Town Golf Links was designed by Pete Dye, in consultation with Jack Nicklaus, in the fall of 1969. An incredible number of past champions such as Arnold Palmer, Jack Nicklaus, Nick Faldo, Hale Irwin, Bernhard Langer, Johnny Miller, Greg Norman, Nick Price, Tom Watson and the late Payne Stewart have become enshrined in the World Golf Hall of Fame.

CONTRIBUTIONS

More than \$26 million has been distributed to those in need throughout South Carolina and Georgia since 1987. In 2013, \$2 million was distributed to charitable organizations, the arts, medical institutions and for college scholarships.

ECONOMIC IMPACT

Each year the RBC Heritage pumps \$82 million into the State of South Carolina's economy.

DEMOGRAPHICS

55% of spectators have an annual income over \$100,000
62% are 55 and older and 64% completed a 4-year college degree

VOLUNTEERS

More than 1,200 volunteers work throughout tournament week.

ATTENDANCE

100,000 people attend the RBC Heritage each year.

TELEVISION

The Golf Channel

Thursday - Friday, 3:00 - 6:00 pm

Saturday - Sunday, 1:00 - 2:30 pm

CBS Sports

Saturday - Sunday, 3:00 - 6:00 pm

Sirius/XM Satellite Radio

Thursday - Sunday, 12:00 - 6:00 pm

In addition to live coverage, Fox Sports Affiliates carry the tournament to Australia, Pan-Asia, France, Spain, South Africa, Germany, Mexico, Venezuela, New Zealand, Singapore and South Korea. BSKYB and CNBC Europe airs the tournament to more than 60 million potential households throughout the United Kingdom and Europe.

RBC Heritage also receives exposure through the official website of the PGA TOUR www.pgatour.com and through www.rbcheritage.com.