

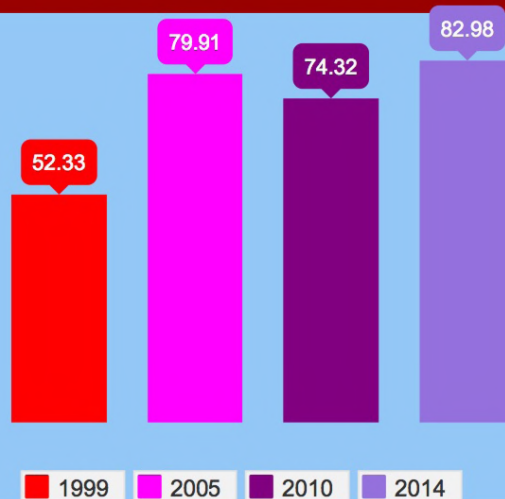


Economic Impact Study

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

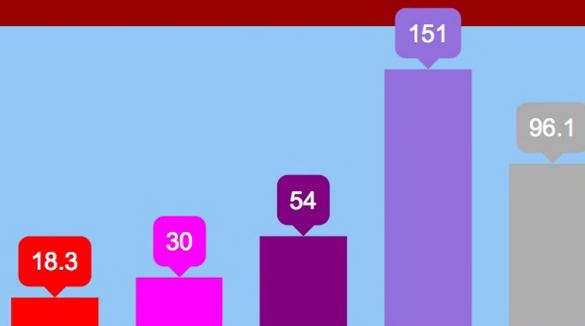


73.4% completed a 4
year college degree



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.**