



RBC
Heritage

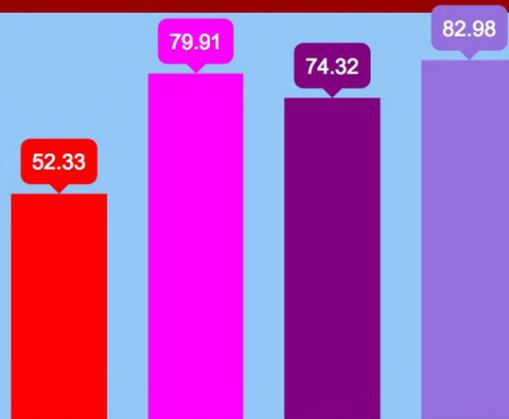
PRESENTED BY BOEING

Economic Impact Study

April 14-20, 2014

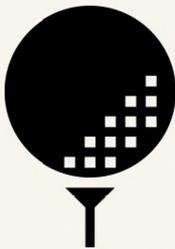
Conducted by Clemson University and University of South Carolina - Beaufort

IMPACT HISTORY ADJUSTED TO 2005 DOLLARS



1999 2005 2010 2014

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

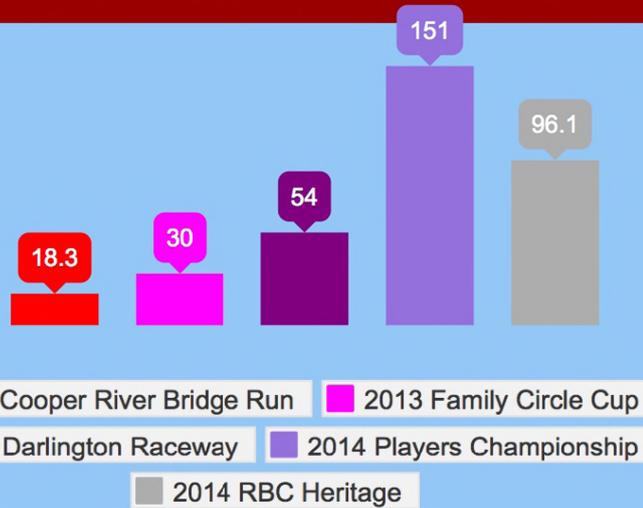


73.4% completed a 4 year college degree



Average age of spectator is 48.2

COMPARE THE RBC HERITAGE TO OTHER SPORTING EVENTS



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.