

**THIRD ROUND**

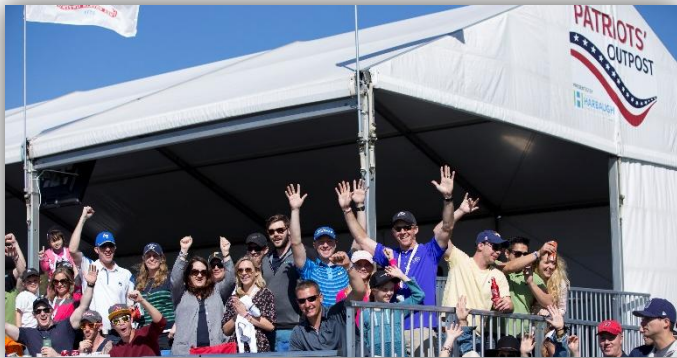
**FARMERS INSURANCE OPEN**

**TORREY PINES GOLF COURSE (SOUTH)**

**SAN DIEGO, CALIFORNIA**



# OUR AUDIENCE



- **36%** FIRST-TIME ATTENDEES
- **75%** MALE
- **39** AVERAGE AGE (12 YRS < AVG)
- **78%** HHI \$75,000+
- **77%** COLLEGE GRAD+

## SOCIAL MEDIA FANS

1.1 MILLION\*



IMPRESSIONS

407,971\*\*



PEOPLE REACHED

45

COUNTRIES

*\*from November 2014 - February 2015*

*\*\*from January 15 - February 15, 2015*

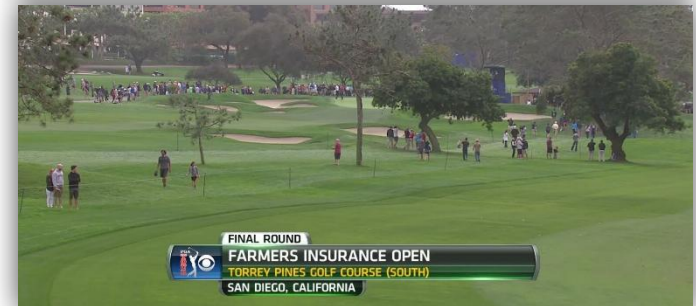


# 2015 SCORECARD

- 118,719 ATTENDEES
- 10% INCREMENTAL INCREASE
- 22% OUT OF MARKET
- 24.5 MILLION TV VIEWERS
- 18.25 HOURS LIVE TV COVERAGE
- 140 COUNTRIES
- 350 MILLION HHs GLOBALLY
- \$25 MILLION ECONOMIC IMPACT
- 46,364\* ACTUAL ROOM NIGHTS
- 15,539\* INCREMENTAL ROOM NIGHTS
- 50% INCREMENTAL INCREASE

*\*Preliminary calculations as reported by L. Robert Payne  
School of Hospitality and Tourism Management, SDSU*

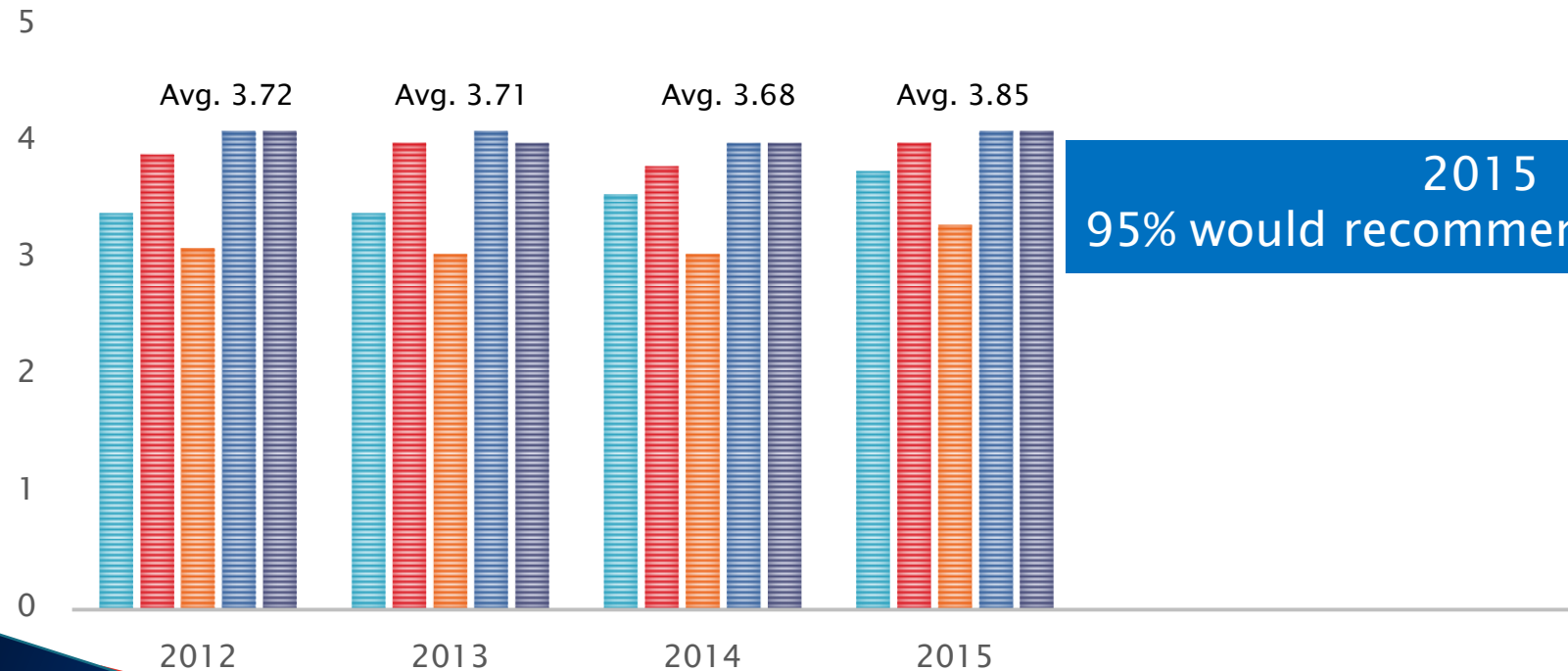
**Note: Since 2013, event sales ↑ 40%**



# SPECTATOR SURVEY SUMMARY

## EXPERIENCE AREAS SCALE: 1 – 5 BEST

Parking/Shuttle   Security/Admission   Concessions  
Ticket Value/Process   Overall Experience



2015  
95% would recommend to a friend

# HOSPITALITY SURVEY SUMMARY

## EXPERIENCE AREAS SCALE: 1 – 5 BEST

