

# Butterfield Bermuda Championship

October 2021

## ECONOMIC IMPACT STUDY



**1,850**

TOTAL  
SPECTATORS



**12%**

VISITORS



**88%**

RESIDENTS



**129**

GOLFERS

**50**

HOURS

TOTAL COVERAGE  
ON GOLF CHANNEL



**420**

HOURS

OF LIVE GLOBAL  
BROADCAST COVERAGE



**616**

VOLUNTEERS



**\$650,000**

TO BERMUDA CHARITIES

**\$11.9 million**

TOTAL ECONOMIC IMPACT



**\$10.8m**

TANGIBLE  
VALUE OF  
MEDIA EXPOSURE

**\$2.4m**

INTANGIBLE  
VALUE OF  
MEDIA EXPOSURE

**\$3.7 million**

TITLE SPONSOR  
BUDGET

**\$0.7 million**

GOVERNMENT EXPENDITURE

**\$25.1 million**

TOTAL BENEFIT

**\$4.4 million**

TOTAL COST

**570%**

RETURN ON INVESTMENT

BERMUDA