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PALM BEACH COUNTY SPORTS COMMISSION

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The Honda Classic Swings into Town with an Estimated Economic Impact of \$33 Million



WEST PALM BEACH, FL –The 2011 Honda Classic will be in full swing by next Thursday, March 3 as a field of 144 PGA Tour professionals take to the links at PGA National Resort and Spa to compete for a total purse of \$5.7 million. This year marks the fifth year the tournament returns to PGA National Resort and Spa and the ninth consecutive year The Honda Classic is taking place in Palm Beach County.

The Honda Classic has a major impact regionally, nationally and internationally. The tournament provides PGA Tour excitement to incoming visitors and Palm Beach County residents alike. The tournament also makes a significant contribution to the Palm Beach County economy. Over 4,000 hotel room nights are generated through the event with an estimated economic impact of \$33 million. In 2010, attendance increased by 10% and over 100,000 spectators are anticipated at the 2011 tournament. Credentialed media has nearly doubled since its inception—over 250 credentialed media will be in attendance at this year's event. In addition, Palm Beach County is showcased world-wide as The Honda Classic is televised live on the Golf Channel and NBC and is internationally distributed to 221 countries, reaching over 570 million households.

A contingency of several Top 50 World-Ranked players are expected. The anticipated field is made up of players certain to bring excitement and draw a crowd--2010 Honda Classic defending champion Camilo Villegas, Boo Weekly, Lee Westwood, Graeme McDowell, Rocco Mediate and Rory McIlroy are some of the PGA Tour professionals anticipated to compete. Over 30 professional golfers call Palm Beach County home and a handful of these local residents will be competing at the 2011 Honda Classic including Mark Calcavecchia, Ernie Els, Rickie Fowler, Robert Allenby and Luke Donald.

Although the official tournament does not begin until Thursday, there is a week-long schedule of events and activities including pro-am tournaments, golf clinics, practice rounds, children's activities and an "after play" concert series. For addition event information, ticket packages and commitment list of PGA TOUR professionals, please visit www.thehondaclassic.com.

About Palm Beach County Sports Commission

The Palm Beach County Sports Commission is a private, not-for-profit organization contracted by Palm Beach County to promote and market the county as a sports and sports tourism destination. The Commission brings sporting events and activities to the county, enhances economic impact, stimulates bed tax revenues (primarily in the off-season) and maximizes utilization of county facilities. The Commission offers a full range of event service support, corporate partnerships, sponsorships and a local membership program that supports its goals. Local, regional, national and international marketing efforts are ongoing by the Commission with sports organizations and event owners. The Commission also produces sports-related programs for the residents of Palm Beach County including the Palm Beach County Sports Hall of Fame, the Lou Groza Collegiate Place-Kicker Award and the Kids Fitness Festival of the Palm Beaches and awards. For more information on the Palm Beach County Sports Commission go to www.palmbeachsports.com.

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