



CANADIAN
OPEN



2019 RBC Canadian Open

City of Hamilton General Issues Committee – November 18th, 2020



A Golf Canada
Championship
Un championnat
de Golf Canada



FedEx





CANADIAN
OPEN

HISTORY



CANADA'S NATIONAL CHAMPIONSHIP



110th

PLAYING OF THE
CHAMPIONSHIP

3rd

OLDEST EVENT
ON THE PGA TOUR





CANADIAN
OPEN

HAMILTON GOLF & COUNTRY CLUB



6th

**TIME HOSTING
AT HGCC**



7th

**RANKED COURSE
IN CANADA ***

* 2020 SCOREGolf



CANADIAN
OPEN

THE PLAYERS

Canadian Adam Hadwin



26

CANADIAN PLAYERS
(Tournament Record)



4 of 6

TOP RANKED
PLAYERS IN THE WORLD



1

HOMETOWN HERO
MACKENZIE HUGHES



22

COUNTRIES
REPRESENTED





CANADIAN
OPEN

SPECTATORS

52/48

GENDER SPLIT
MALE/FEMALE



61%

TOURISTS

120K+

ATTENDEES

33

US STATES

1/3

MILLENNIALS
GEN X
BOOMERS

10

CANADIAN
PROVINCES



CANADIAN
OPEN

MEDIA

PGA TOUR



13

PAR 3
218

2
T

RORY McILROY 1st

-20

CURVE

6 FT



1B+

WORLDWIDE
BROADCAST
REACH



40

BROADCAST
HOURS ON CBS,
GOLF CHANNEL &
TSN



19.6M

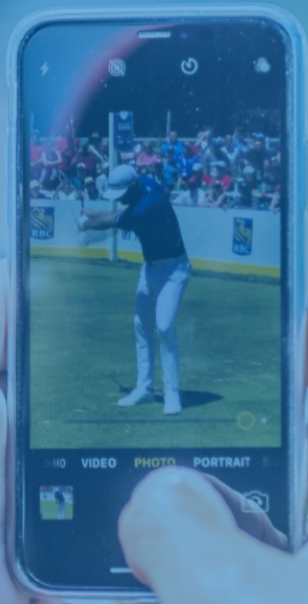
TV VIEWERS
(17.1M US / 2.5M CDN)

BALL 147 MPH



Millions

SOCIAL MEDIA
ENGAGEMENTS



265

ACCREDITED
INTERNATIONAL MEDIA



CANADIAN
OPEN

SPECIAL EVENTS



25,000

SOLD OUT CONCERT
SERIES ATTENDEES



4

DAY LOCAL
FOOD FESTIVAL



75th

ANNIVERSARY OF
D-DAY CELEBRATIONS



CANADIAN
OPEN

ECONOMIC IMPACT

Canada 



Ontario



Hamilton



\$82M

ECONOMIC IMPACT

\$25.3M

GDP

* STEAM Assessment - Total Impact Canada



CANADIAN
OPEN

ECONOMIC IMPACT



HAMILTON



John C. Munro

HAMILTON
INTERNATIONAL AIRPORT



\$63M

LOCAL
ECONOMIC IMPACT

\$24.6M

GDP

* STEAM Assessment - Total Impact Local



CANADIAN
OPEN

ECONOMIC IMPACT



7 Hamilton Hotels

\$543,000

GUESTROOM REVENUES *

* Does not include revenues from RBCCO tourist booking



CANADIAN
OPEN

ECONOMIC IMPACT



BRUX-HOUSE
CRAFT BEER • KITCHEN



Rousseau House
Restaurant & Lounge

EARTH TO TABLE
BREAD BAR



36,000+

**MEALS SOLD BY 8
HAMILTON RESTAURANTS
(Onsite at the Hamilton Fare
Way Fan Activation)**



Hamiltonian Mackenzie Hughes

\$2M+

CHARITY/COMMUNITY FINANCIAL IMPACT





3,000

STUDENTS
ON COURSE
FOR 2 FIELD
TRIP DAYS



30

GOLF IN
SCHOOLS
PROGRAMS /
F.O.R.E
PROGRAM



1,800

VOLUNTEERS
(Tournament
Record)

**TOURISM AND
CULTURE**

**COUNCILLOR
FERGUSON'S OFFICE**

**ECONOMIC
DEVELOPMENT**

**PARKING
SERVICES**

**PUBLIC
WORKS**

**CORRIDOR
MANAGEMENT**

**HAMILTON
STREET RAILWAY**

**FIRE
DEPARTMENT**

**POLICE
SERVICE**

**PARAMEDIC
SERVICES**

**PUBLIC
HEALTH**

BUILDING

PGA TOUR DURING COVID-19



JUNE

PGA TOUR
RESTARTED
TOURNAMENTS



30%

GROWTH IN TV
VIEWSHIP YOY
(all other pro
leagues declined)



FANS

NOW BEGINNING
TO ATTEND PGA
TOUR EVENTS

2021

WORKING WITH
ALL LEVELS OF
GOVERNMENT
ON JUNE
RETURN



FANS

LIMITED
SPECTATORS

2022

PREPARING FOR
FULL SCALE
RETURN OF
EVENT



FANS

FULL
SPECTATORS

2023

PREPARING FOR
FULL SCALE
OPERATIONS
AND GROWTH

THANK YOU & QUESTIONS

