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**Biltmore Championship in Asheville
to debut in 2026 during PGA TOUR's FedExCup Fall**

*Asheville's first PGA TOUR event since 1942 to take place at Jack Nicklaus-designed
The Cliffs at Walnut Cove in North Carolina*

ASHEVILLE, North Carolina and PONTE VEDRA BEACH, Florida – The PGA TOUR, Biltmore Estate and Explore Asheville today announced a new PGA TOUR tournament, the Biltmore Championship in Asheville, set to debut in 2026 during the FedExCup Fall.

As part of a four-year agreement, Biltmore Estate and Explore Asheville will serve as co-title sponsors of Asheville's first PGA TOUR event in more than 80 years, with the inaugural tournament set for September 17-20, 2026, at The Cliffs at Walnut Cove. The Biltmore Championship in Asheville will be broadcast on Golf Channel and three properties produced from PGA TOUR Studios: PGA TOUR LIVE on ESPN+, Sirius XM and the World Feed.

"After more than eight decades since the Asheville Land of the Sky Open, the PGA TOUR is pleased to make its return to the Blue Ridge Mountains with the Biltmore Championship in Asheville, a proud name synonymous with the region," said Tyler Dennis, PGA TOUR Chief Competitions Officer. "We are honored to partner with Biltmore Estate and Explore Asheville on this exciting new event and look forward to

building a partnership that spotlights the strength and beauty of the area and its community.”

A celebratory event announcing the new tournament was held this morning at Biltmore Estate with community leaders from around the region. The unveiling of the event comes just over one year since Tropical Storm Helene left historic devastation to the region and recognizes the remarkable recovery that has happened since that time.

“We are honored to partner with the PGA TOUR, Explore Asheville and The Cliffs as a title sponsor of the Biltmore Championship in Asheville,” said Mark Hemphill, Chief Marketing Officer of Biltmore. “Bringing a world-class golf tournament to the mountains of North Carolina creates an opportunity to make a positive, enduring impact on our community and economy. We look forward to an inspiring competition and inviting guests to discover the unique natural beauty and gracious hospitality of our area.”

Vic Isley, President & CEO for Explore Asheville and the Buncombe County Tourism Development Authority added, “After more than 80 years, Explore Asheville is thrilled to team up with Biltmore to welcome the PGA TOUR back to Asheville, Buncombe County and Western North Carolina for the next four years. The PGA TOUR’s Biltmore Championship in Asheville will draw more than 100 players, thousands of spectators, millions of dollars in direct spending for area businesses, and hours of live national television coverage shining a light on the beauty of our region – all to support our creative travel and hospitality community. Importantly, we value the charity impacts that PGA TOUR events generate for host communities each year.”

Designed by Jack Nicklaus, The Cliffs at Walnut Cove is a private facility in Arden, North Carolina, just minutes from Asheville Regional Airport and a short drive from downtown Asheville. Ranked among the top courses in the state, the 7,167-yard venue sits in a valley bordering the Pisgah National Forest and Blue Ridge Parkway, with 18 holes that wind through former farmland and the streams and woodlands of mountain laurel. The Cliffs at Walnut Cove is one of seven exclusive private club communities in The Cliffs. Other clubs are located outside Greenville, South Carolina, and Clemson, South Carolina on Lake Keowee.

The Biltmore Championship in Asheville marks the PGA TOUR’s first event in Asheville in more than 80 years, with the Asheville Land of the Sky Open as the last TOUR event. First contested in the early 1920s, the Asheville Open was an official PGA TOUR tournament from 1939 to 1942, with World Golf Hall of Famer Ben Hogan winning the final three beginning in 1940. The Biltmore Championship in Asheville will mark the seventh all-time TOUR event in the city.

To stay connected with the Biltmore Championship in Asheville, or to learn more about hospitality, sponsorship and volunteer opportunities, visit www.BiltmoreChampionship.com.

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About PGA TOUR

By showcasing golf's greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions events on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. PGA TOUR members represent the world's best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR operates PGA TOUR Studios—a state-of-the-art production studio redefining golf content for fans worldwide—and has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel, with video streaming service on ESPN+ and additional coverage on multiple Free Ad-Supported Television (FAST) channels. Internationally, the PGA TOUR Studios-produced World Feed is available across 200+ countries and territories in 30 languages via 39 broadcast and digital partners.

To date, events across all Tours have generated more than \$4 billion in charitable giving. Fans can follow the PGA TOUR at PGATOUR.COM, on the PGA TOUR App and in multiple languages across their favorite social media platforms.

About Biltmore

Established in 1895, Biltmore was created by George Vanderbilt as a restorative getaway on a thoughtfully planned, self-sustaining estate. The property is still privately owned by his descendants and welcomes guests year-round for cultural experiences within its 8,000-acre grounds. Centered around Biltmore House, the 250-room château known as America's Largest Home, this beloved National Historic Landmark is comprised of renowned gardens, conserved forests and farmland, 20+ miles of nature trails, Antler Hill Village and an award-winning Winery. The estate also features a collection of restaurants, retail shops and overnight accommodations including a four-star Inn, hotel, and private cottages. To learn more about Biltmore, go to Biltmore.com or call 877-BILTMORE.

About Asheville, Explore Asheville and the Buncombe County Tourism Development Authority

Asheville is where unrivaled natural beauty and bold creative expression meet in the mountains of Western North Carolina. The city is tucked into the majestic Blue Ridge Mountains and alongside the ancient French Broad River, just steps from some of the world's most biodiverse forests. The Asheville area's ever-evolving community and deeply rooted creative spirit power Explore Asheville, the official destination marketing and management organization. Since 1983, Explore Asheville and the Buncombe County Tourism Development Authority has shared the area's story with the world while investing in its future, directing nearly \$110 million in grants to community projects and, most recently, more than \$2.1 million through the Always Asheville Fund to help hundreds of small businesses reopen after Hurricane Helene. [Exploreasheville.com](https://exploreasheville.com); [Instagram](#); [YouTube](#); [TikTok](#); [Facebook](#).

About The Cliffs

The Cliffs is a collection of seven private, luxury residential mountain and lake club communities located in the Carolina Blue Ridge Mountains, between two of the nation's top award-winning cities for quality of life – Greenville, S.C. and Asheville, N.C. – and Clemson, S.C., home to top-ranked Clemson University. The Cliffs' suite of amenities for club members includes seven clubhouses, seven nationally recognized golf courses, seven wellness centers, multiple tennis and pickleball complexes, first padel courts at a private community in South Carolina, a marina, beach club, and equestrian center, more than a dozen restaurant and private event venues, and over 2,000 year-round programs and social activities to create timeless experiences. Homes at The Cliffs range in price from \$800,000 to \$6M+; homesites, starting at \$125,000. For more information about real estate or membership, please visit CliffsLiving.com