



Get Ready for The 153rd Open

Monday 4th November 2024

THE
OPEN

148TH ROYAL PORTRUSH

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OPEN



TOURISM
NORTHERN
IRELAND

PROUD TO HOST

THE
OPEN
153RD ROYAL PORTRUSH



Today's session

- **Our Journey to The Open and Beyond**
Aine Kearney, Tourism NI Director of Events
- **Royal Birkdale Hosting Experience**
Mark Catherall, Sefton Council Head of Tourism
- **Accommodation Certification & Grading and Golfers' Welcome Scheme**
Claire McNaughton, Tourism NI Accommodation Certification Manager
- **The Needs of the Golf Visitor and What to Expect**
George Diamondis, Tourism NI Golf Marketing Manager
- **What's Next?**
Carolyn Boyd, Tourism NI Industry Development Manager
- **Q&A**



Our Journey to The Open and Beyond

Aine Kearney
Tourism NI - Director of Events



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The 148th Open (2019) - What we achieved together



237,750
spectators



58%
Out of
State



£106 M
Combined
Economic &
Media Value



£52 M
Direct



**2 further
times**
(2025 and
beyond)



237,750
Spectator attendance

42.4%
NI

18.2%
ROI

20.2%
Rest of UK
(17.2% England, 3%
Scotland)

57.6%
From outside
of NI

19.2%
Outside UK & IRE
(USA 11.1%, Canada 2.3%,
Australia 2.1%, Rest of
World 3.6%)



74

Tickets for The Open
were sold to fans from
74 different countries



9,800

Participants



207,953

Total commercial bednights

The 148th Open Championship – Global Reach

The 148th Open | Royal Portrush

Someone in **every single country in the world** visited TheOpen.com during Portrush



Golf Tourism
£68.2 million
by 2023

The 153rd Open, Royal Portrush

Strategic Priorities

1. Safe & successful event delivered
2. Positive visitor experience
4. Civic pride
5. Maximizing benefits to NI – event & beyond
6. Legacy



Key Takeouts

- Leaving a lasting impression on visitors
 - Flexible operating hours during event week
 - Tailoring your approach to appeal to different visitor profiles
 - Ticket Ballot – Spectator behaviour
 - Affordability – longer term benefits beyond event week
-



What to expect in the run up to the event

- Multi Agency Collaboration
- Updates on Logistics
- Marketing & Promotional Opportunities





The Royal Birkdale Hosting Experience

Mark Catherall
Sefton Council - Head of Tourism



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Mark Catherall

**Head of Tourism,
Sefton Council**

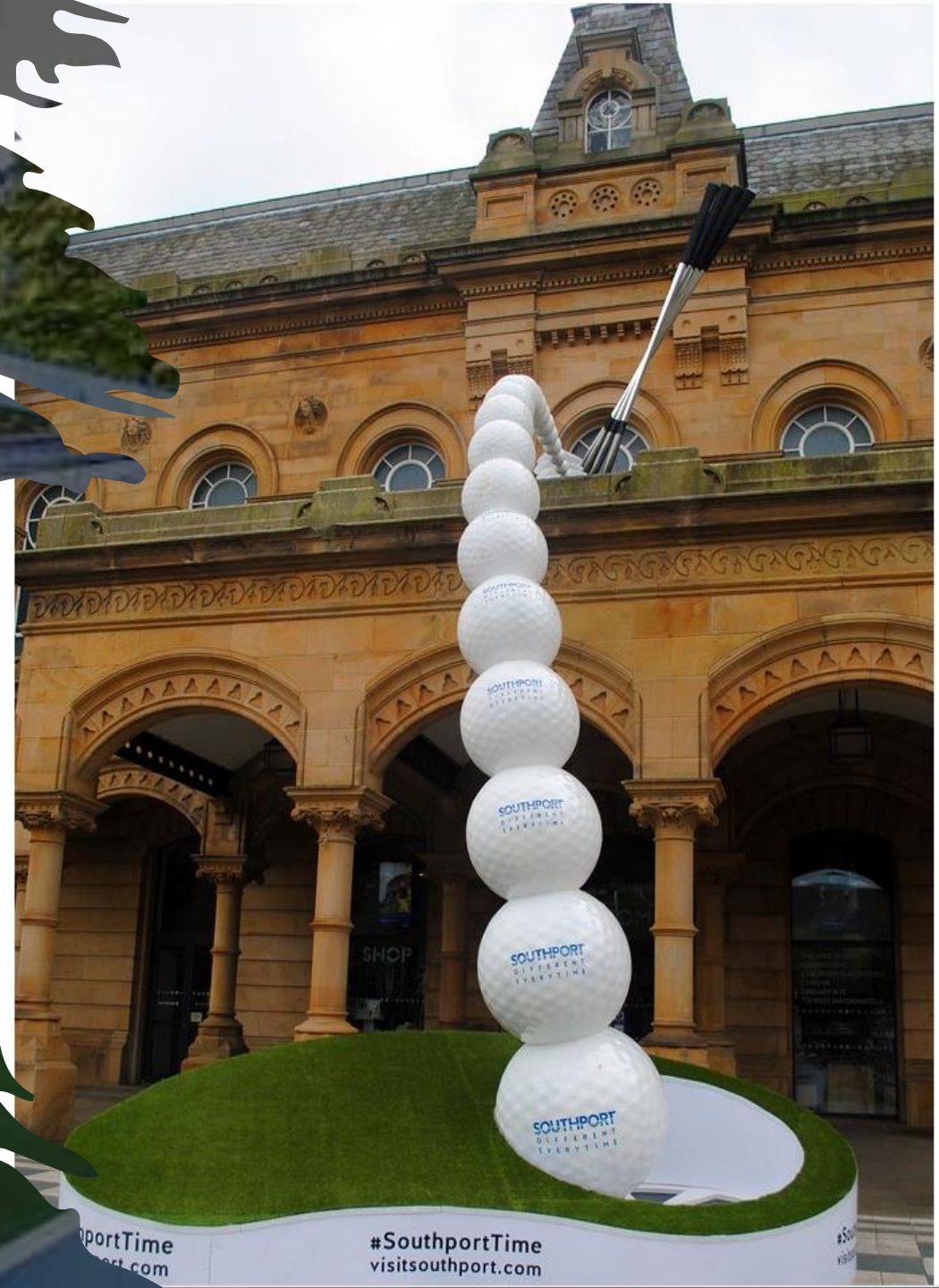


Background

- Royal Birkdale Hosted the 146th Open in 2017, its 10th time hosting the event. It will return once again in 2026.
- Royal Birkdale is located on the outskirts of Southport, a coastal visitor destination with a population of 95,000.
- The event attracted 235,000 visitors generating over £35m direct to the local economy
- We had several aims for The Open:
 1. Use the Open Golf Championship to help grow the value of the Visitor Economy in Sefton
 2. Enhance the reputation and visibility of Sefton/Southport to a national and international audience
 3. Build on Sefton's reputation to host major international events
 4. Develop and Grow England's Golf Coast brand

Grab the Opportunity

- To meet our aims we knew we had to be ambitious and bold.
- We created compelling reasons for event visitors to come back to Southport, dwell and spend money. We did this by:
 - Enhancing the place through branding and wayfinding in the Town and outside the course
 - Ensuring free shuttle buses to the Town Centre
 - Enhanced Destination Marketing
 - Inward Investment
 - Making sure we had an extensive on course Presence
 - A Town Centre golf attraction with activity
 - Installation of Place Making attraction
- We also worked with Businesses in Southport to ensure everyone was ready this included:
 - Working with Southport Business Improvement District distributed an Open Golf Toolkit to every Town Centre Business
 - Rolled out a Welcome Host training programme for the hospitality sector
 - Created reasons for visitors not to go from course to room
 - Enhancing the offer.





Accommodation & Golfers' Welcome Scheme

Claire McNaughton
Tourism NI – Accommodation Certification Manager



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Accommodation

Would you like to:

- Open an accommodation business?
- Welcome guests from all over the world?
- Showcase your local area & further afield?
- Add a new revenue stream?



Barneys Ruins, Slaughtneil,
Maghera



Certified Tourist Establishment

Name of Proprietor

Name of Establishment

Address of Establishment

Following a statutory inspection
by Tourism Northern Ireland

the above establishment has, under Article 13(5)
of the Tourism (Northern Ireland) Order 1992,
been allocated to the statutory category of:

Certification Officer

Signed on Behalf of Tourism Northern Ireland

Tourism Northern Ireland is the trading name of the Northern Ireland Tourist Board

Getting Ready for The 153rd Open

Certification is a mandatory requirement.

The Tourism Order (Northern Ireland) 1992

Tourism legislation requires all tourism/visitor accommodation to hold a current Tourism Northern Ireland (NI) certificate.

- 8 Categories of Accommodation
- Inspections take place once every four years

Certification ensures all accommodation meets minimum standards in terms of cleanliness, safety and provision.

www.tourismni.com/forms

What to expect during an inspection?

Present your property as if visitors are arriving.
No food preparation is required.

We will look at all areas, depending on your category:

- Entrance Areas
- Public areas
- Lounge/Dining Areas
- Bedrooms
- Bathrooms
- Kitchen
- Staff facilities (if applicable)

If there are any outstanding requirements, these will be clearly detailed, and a timeframe set – usually 30days.

Majority of properties will fall under these categories:

- Self-Catering: £40
 - Guest Accommodation: £80 - £200
 - Bed & Breakfast: £80 - £200
-



Balance Treehouse,
South Armagh

Certification Waitlist

Currently 8 Week Waitlist

Don't delay with application.

Stay at The Open – Official
Accommodation Partners



Forest Dens, Galgorm

Discover Northern Ireland

1. Join Tourism NI: Visit tourismni.com and sign up to a membership account.

2. Create a Product Page on discovernorthernireland.com: Once you have a Tourism NI account you can apply to create a product page on discovernorthernireland.com

3. Add marketing content to the product page – Once your application is approved you can add marketing content to your page:

Images

Property description/facilities

Location address

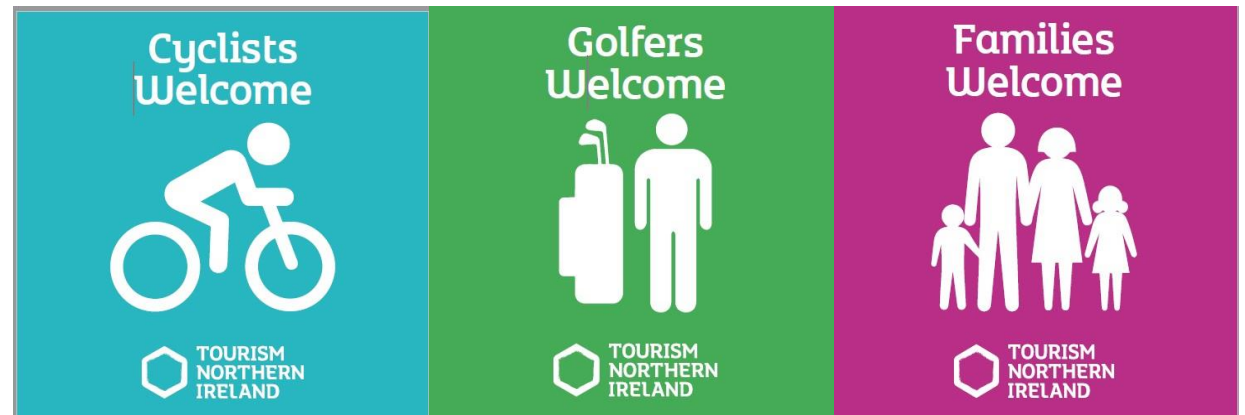
Contact details





Grading Your Accommodation

- **Bespoke Advice:** Tailored guidance to help you exceed guests' expectations.
- **Standout Features:** Enhances your property's appeal and differentiation.
- **Welcome Schemes:** Allows you to participate in targeted schemes for family travel, walking holidays, golf, cycling, dog friendly, Bikers, Angler & more





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Blackrock House B&B - Golfer's Welcome Scheme

[Click here to view video:
Tourism NI Golfers Welcome
Scheme - YouTube](#)

The Golf Visitor & What to Expect

George Diamondis
Tourism NI – Golf Marketing Manager



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The Open

Pre-Open

- Construction begins in April 2025
- Over 1,000 contractors will be involved in build
- R&A site visits

The Open Week

- Event Staff – The R&A, TNI
- Corporate Sponsors – Staff & guests
- Spectators
- Players, family & staff

Post-Open

- Final breakdown of the event infrastructure
-





Spectators – Ticketing

Authorised Provider Programme

- 15 General Admission & Hospitality Providers
- 11 Authorised Hospitality Only Providers

The Ballot System

- Open to One Club Members
- All ballot tickets issued by end of September 2024

Ticket+

- Limited availability left for Wednesday and Thursday

Premium Experiences

- 6 Levels of hospitality between Wednesday - Sunday

COUNTRY	
UK	66%
US	18%
Ireland	4%
Canada	2%
Sweden	2%
Australia	1%
Finland	1%
South Africa	1%



Spectators

Some Considerations

- Most spectators will be allocated tickets in the ballot
- Primary reason for their stay is to attend The Open, however most will include elements away from the event
- Consider long term relationships

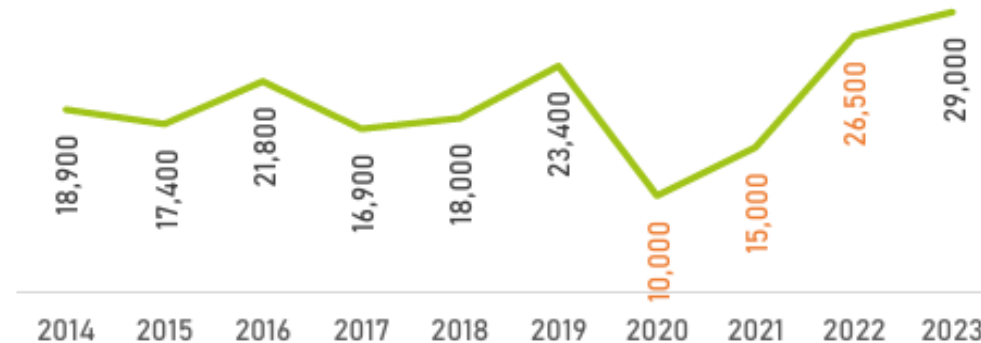
The Golf Visitor

Highlights

- Related spend of £68.2m in 2023
- 29,000 people visited NI with the primary reason to play golf
- Two distinct markets – North America & Everyone Else

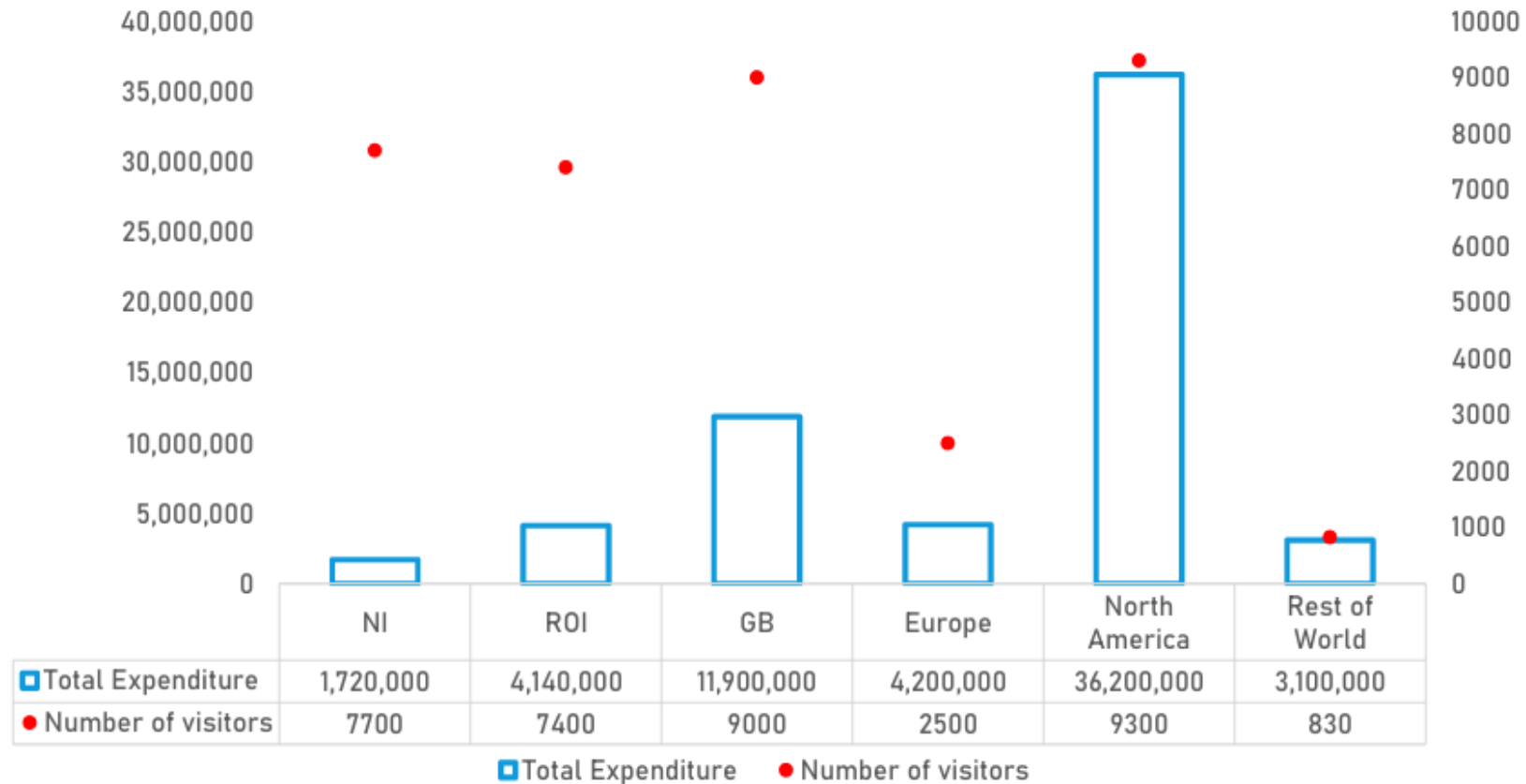
- The number of **non-domestic overnight golfers** to Northern Ireland is:

2023 = 29,000
2022 = 26,500
2021 = 15,000
2020 = 10,000
2019 = 23,400
2018 = 18,000
2017 = 16,900
2016 = 21,800
2015 = 17,400
2014 = 18,900



EXPENDITURE & FOOTFALL | Overnight visitors

Though visitors from ROI rises average spend was low among golfers asked





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What's Next? Resources & Next Steps

Carolyn Boyd

Tourism NI – Industry Development Manager



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Thank You

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