



Get Open Ready Industry Webinar

Tuesday 17th June 2025

THE
OPEN

148TH ROYAL PORTRUSH

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TOURISM
NORTHERN
IRELAND

PROUD TO HOST

THE
OPEN
153RD ROYAL PORTRUSH



Today's session

- **Welcome and Overview**
Siobhan McGuigan, Tourism NI Head of Events
- **Big- Hearted Welcome, Toolkit and E-Learning Updates**
Carolyn Boyd, Tourism NI Industry Development Manager
- **Golf Marketing Update**
George Diamondis, Tourism NI Golf Marketing Manager
- **The 153rd Open Marketing Assets** - Carmel Scott, TBWA
- **Causeway Coast & Glens Borough Council Update**
Jonny McCarron, Causeway Coast & Glens BC
- **NI Industry Activity**
Cheryl Ferguson – Titanic Belfast
Georgia Calderwood – National Trust
- **Volunteers Update** - Andrew Hanna, Volunteer Now
- **Closing Comments & Q&A**

Welcome and Overview

Siobhan McGuigan
Tourism NI - Head of Events



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153RD ROYAL PORTRUSH

153rd Open Championship



278,000
attendances from
across the world



£213m Combined
Economic and
Media Value



Increased Sense of
Civic Pride



Broadcast to over 500m
households across 150
countries



Deliver event in the most
sustainable way



Increased
reputation of NI as a
destination



Increase golf
tourism year after
the event



Support local
supply chain and
recruitment
opportunities



Encourage people to enjoy
sport outside



Big Hearted Welcome, Toolkit & E-Learning

Carolyn Boyd

Tourism NI – Industry Development Manager

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The 153rd Open / Royal Portrush Golf Club / 13th – 20th July 2025



Are you ready for The Open?

Getting your business ready for The 153rd Open



PROUD TO HOST
THE 153RD OPEN

Northern
Ireland



Embrace a
Giant Spirit



1. Big heartedness 2. Legends & stories 3. Originality 4. Land, water & sea

The way to share our spirit is to deliver on each of these inspirers for our visitors.

Each one is a signpost that can guide us in the small changes we make.

Each one shows us how we can awaken our visitors' own spirits.

For more information, download our Brand Book: [eags-brand-book.pdf \(tourismni.com\)](https://tourismni.com/eags-brand-book.pdf)



The Welcome - Pre-Arrival

You have been a guest before – learnings & tips.

Send key pre-arrival info via WhatsApp, email, text, voice note, or video including:

Helpful tips:





The Welcome – On Arrival

- Offer a multilingual welcome if meeting guests personally
- Ensure key codes are activated and keys are easily retrievable
- Prepare storage areas for equipment (e.g., golf clubs)
- Provide a welcome basket and personalized card/letter showcasing local or homemade items
- Have event information on hand/printed including:
 - Park and ride/bus stop locations
 - Taxi numbers
 - Details on TV sports package



The Welcome – During Stay

Personalise in-unit information folder & welcome note

- Access key information at ease.

- Use Guest Name
- Wi-Fi
- Emergency Contact Details
- Your phone number

Tailored itinerary:

- Include each day's golf schedule and after-golf events
- Highlight local activities for families/groups to enjoy

Personal recommendations:

- Tailor suggestions to guests' interests (e.g., family activities, outdoor enthusiasts, hidden gems)



Social Media content opportunity:

- Add to your accommodation marketing collateral
- Golf themed décor
- Photo area for guests – seek approvals for you to reuse

Post Departure Feedback:

- Email/WhatsApp's/In house suggestion box/ in person on departure
- Build customer database
- Ask for online reviews
- Incentives for feedback - You could include a feedback card within the welcome basket & repeat booking discount

Feedback vital – it will reaffirm your excellent service and may provide suggestions you have not yet considered.

Big heartedness

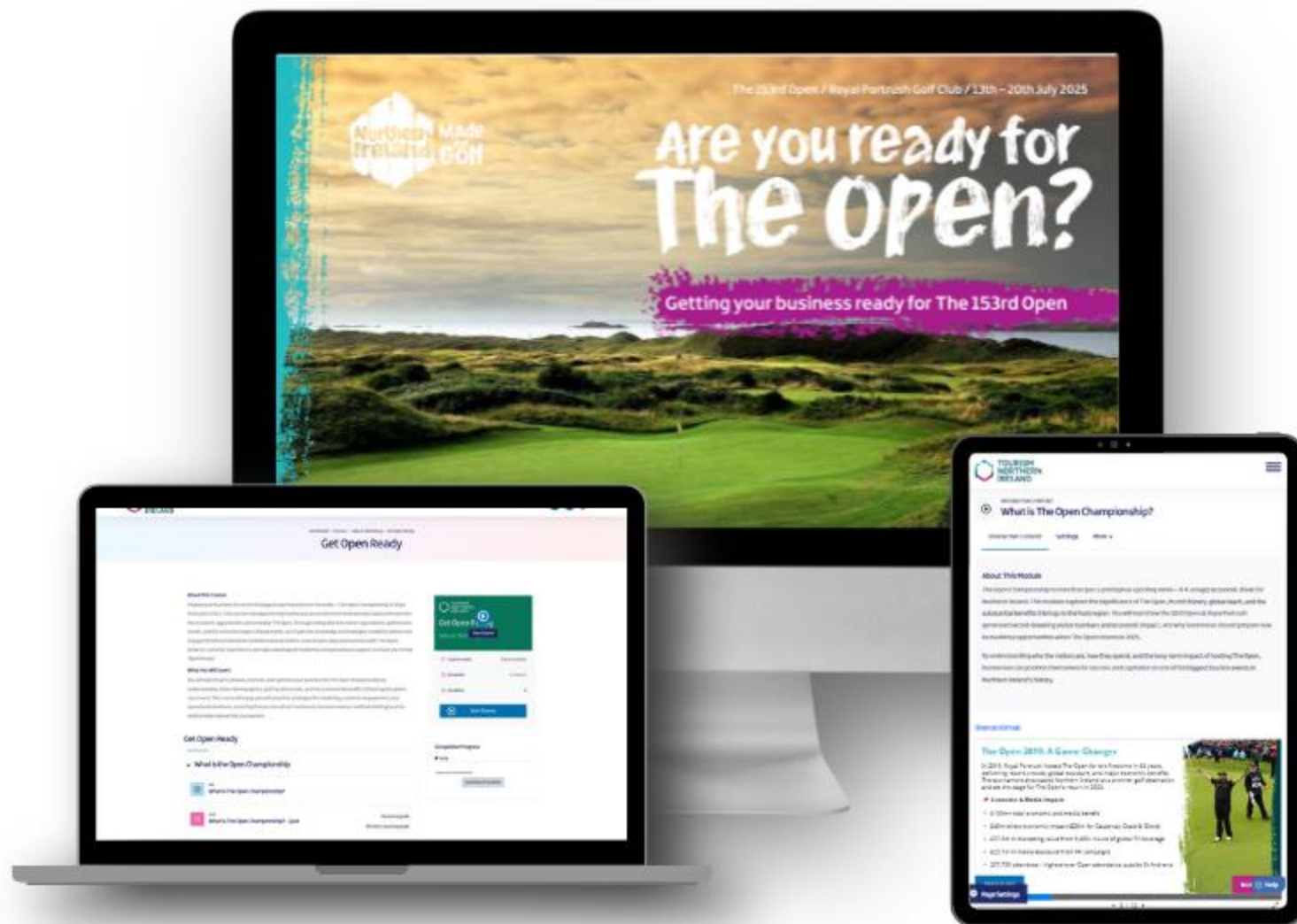
The first and the most important thing that we can share, often why we work in the sector and what comes most naturally to us. We're polite but informal, like we're with friends rather than customers. We're generous, hospitable and go the extra mile.





GET OPEN READY

mytourismni.com





Golf Marketing Update

George Diamondis
Tourism NI – Golf Marketing Manager



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The Open

Pre-Open

- Construction began 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

- Official ticket package providers

The Ballot System

- Open to One Club Members
- All ballot tickets issued by end of September 2024
- Official Resale now open

Ticket+

- Completely sold out

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

- All spectators have been allocated tickets in the ballot
 - Primary reason for their stay is to attend The Open, however most will include elements away from the event
 - Official Resale Platform is open – last minute bookings still possible
-

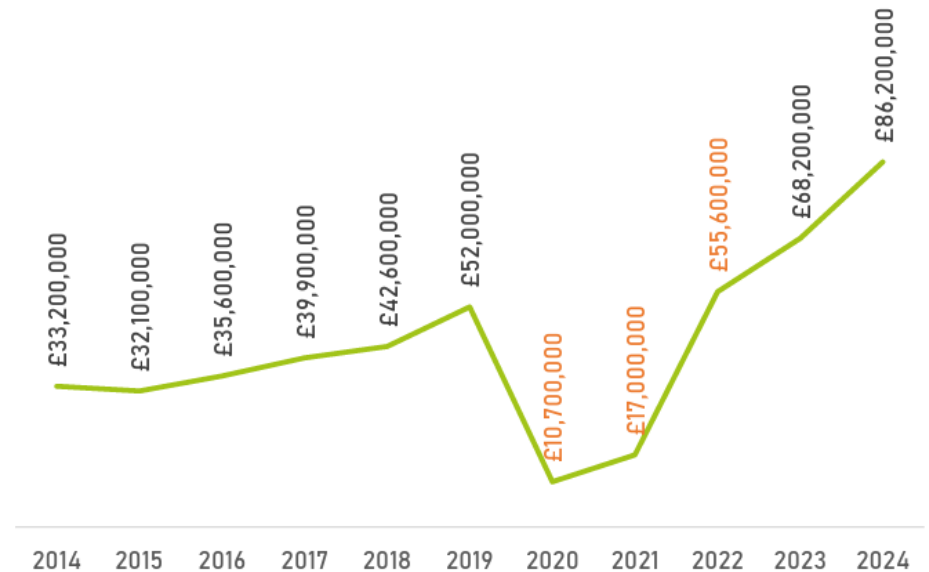
The Golfing Visitor

Highlights

- Achieved a value of £86.2m in 2024
- 29,400 people visited NI with the primary reason to play golf
- Two distinct markets – North America & Everyone Else

The Economic Impact of golf tourism for Northern Ireland in 2024 is:

2024 = £86,200,000
2023 = £68,200,000
2022 = £55,600,000
2021 = £17,000,000
2020 = £10,700,000
2019 = £52,000,000
2018 = £42,600,000
2017 = £39,900,000
2016 = £35,600,000
2015 = £32,100,000
2014 = £33,200,000





The Golfing Visitor

High value demand is strongest in North American Market

- Demand almost exclusively for links golf - 87% in 2023
- More than 50% of spend is from North American visitors
- Overall tour operator bookings compared to 2019 are up significantly from 25% to 43%

Growth in ROW market is the fastest across all markets in 2024

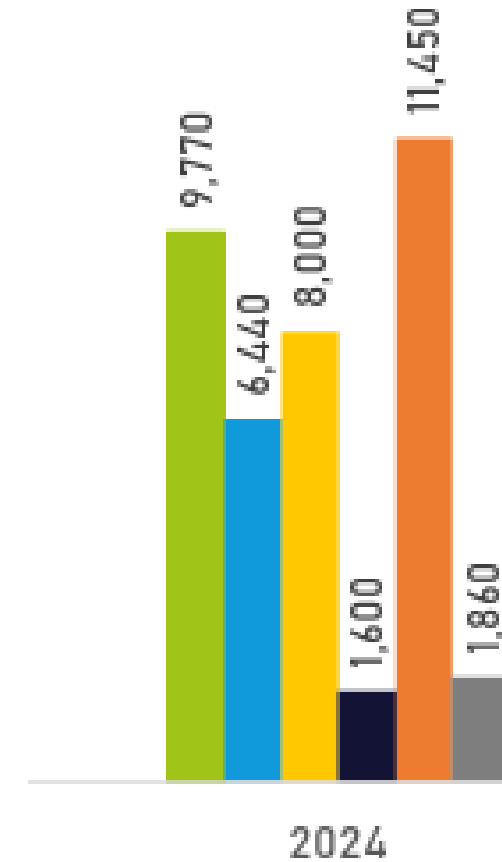
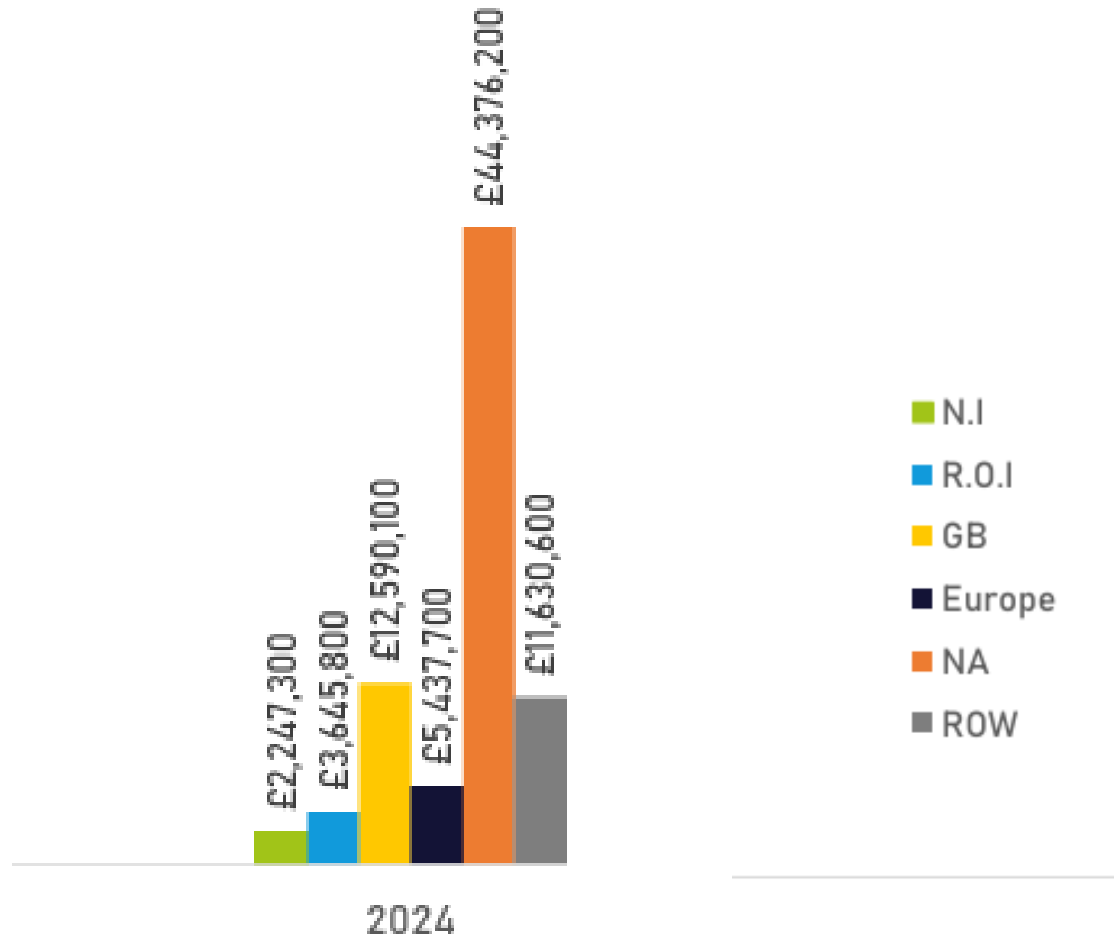
- Predominantly Australian visitors
- Average length of stay was 16 days
- Spend from this market is high

ROI & EU Market remains steady following Covid-19

- ROI & EU visitors play more resort golf than other markets
- Preference from both markets is for links golf
- 75% of EU visitors plan their own travel



EXPENDITURE BY COUNTRY





The 153rd Open Marketing Assets

Carmel Scott

TBWA – Tourism NI Client Marketing Partner



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Marketing Assets

We've a range of ready-made assets available for you to use across your premises and social media channels.

Images and messages that will help you be part of the "Giant Welcome" and show golf fans that Northern Ireland is "Open ready"





How to get involved with The 153rd Open

Communicate a giant welcome

One of the easiest things you can do is show "A giant welcome" to the 153rd Open Championship. You could use the artwork presented on your social posts, posters, and window displays.

Create event-themed offers/promotions


The 153rd Open is the perfect opportunity to embrace golf-themed language and drive anticipation and excitement for the competition.

Celebrate the event

Highlight Northern Ireland's role as proud hosts of one of the world's most prestigious golf events.

Inspire visitors

Encourage golf fans to consider local attractions, food, culture, and experience Northern Ireland beyond the competition. Show the stunning landscapes, experiences, and visitor attractions that are easily accessible from Portrush.



Get into the swing of things with golf-focused language

Make the first tee a good one

Visual: First hole at Portrush +
Hotel breakfast with cup of tea main focus

Use to showcase food and
beverage

Get into the swing of things

Visual: Golfer's swing +
People crossing Carrick-a-rede
rope bridge (looks like it's swinging)

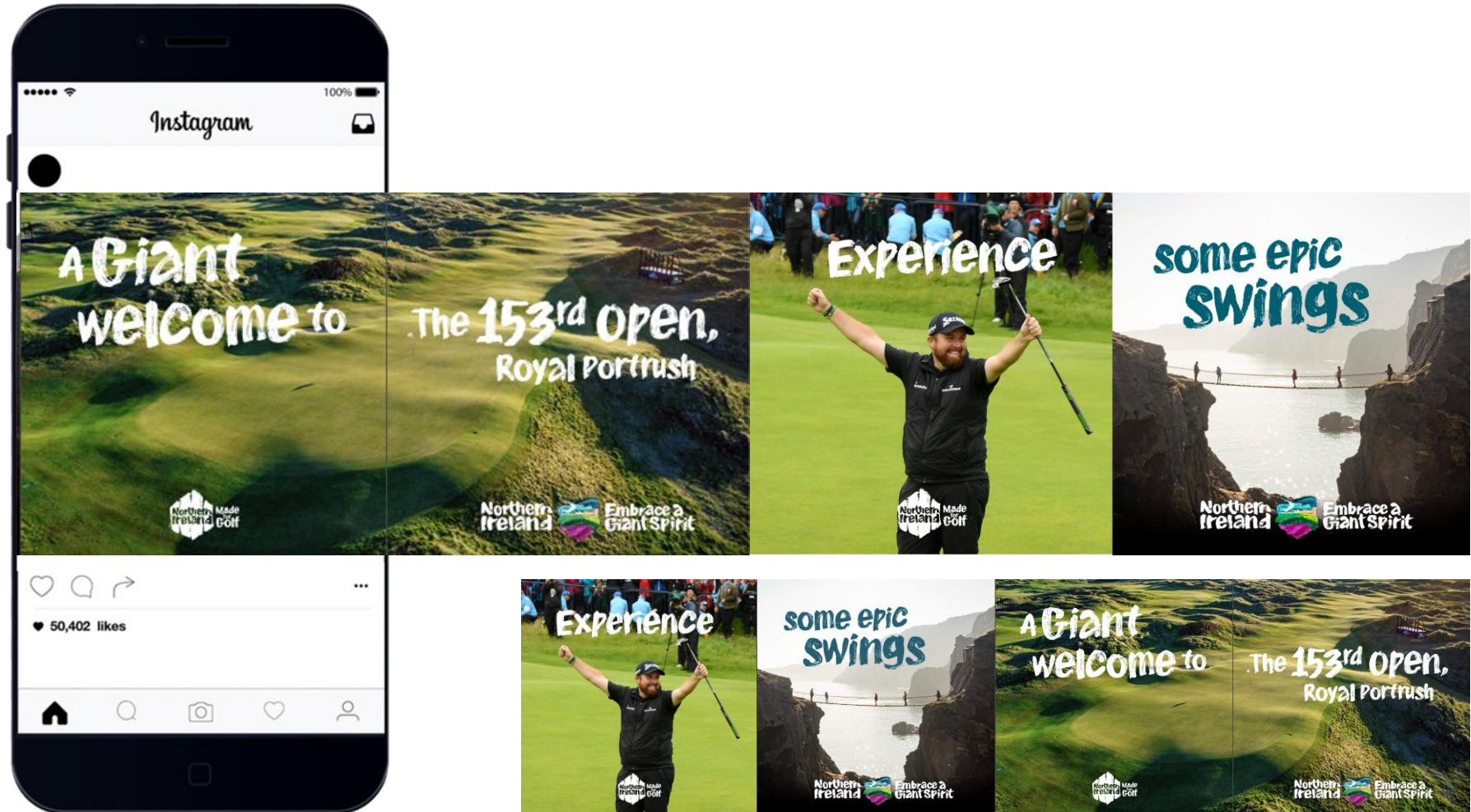
Use to talk about
entertainment, music,
hospitality

Sometimes it's good to spend time in the sand

Visual: Golfer attempting to get out of bunker +
Family enjoying themselves on the beach.

Use to talk about wider
visitor itineraries, beyond
the golf.

CAROUSELS



POSTER AND MENU TEMPLATES

For Illustration only.



Insert your
logo here



The Open Cocktail Menu



The Royal Port Rush
White port and tonic

Portrush Spritz
White port, aperol and soda water

Portrush Iced Tee
(1/2 measure) of Gin, vodka, tequila, rum and triple sec,
cranberry juice, lemon juice, simple syrup.

Mulligan Mojito
White Rum, Lime Juice, Sugar Syrup, Mint

Sand Wedge
Margarita
Tequila, Cointreau, Lime Juice, Sugar Syrup, lime wedge

Limoncello Links
Limoncello / Soda / Prosecco

Bramble Scramble
Gin, lemon juice, sugar syrup, and blackberry liqueur

The Lowry
(House cocktail dedicated to Shane Lowry - up to venue)

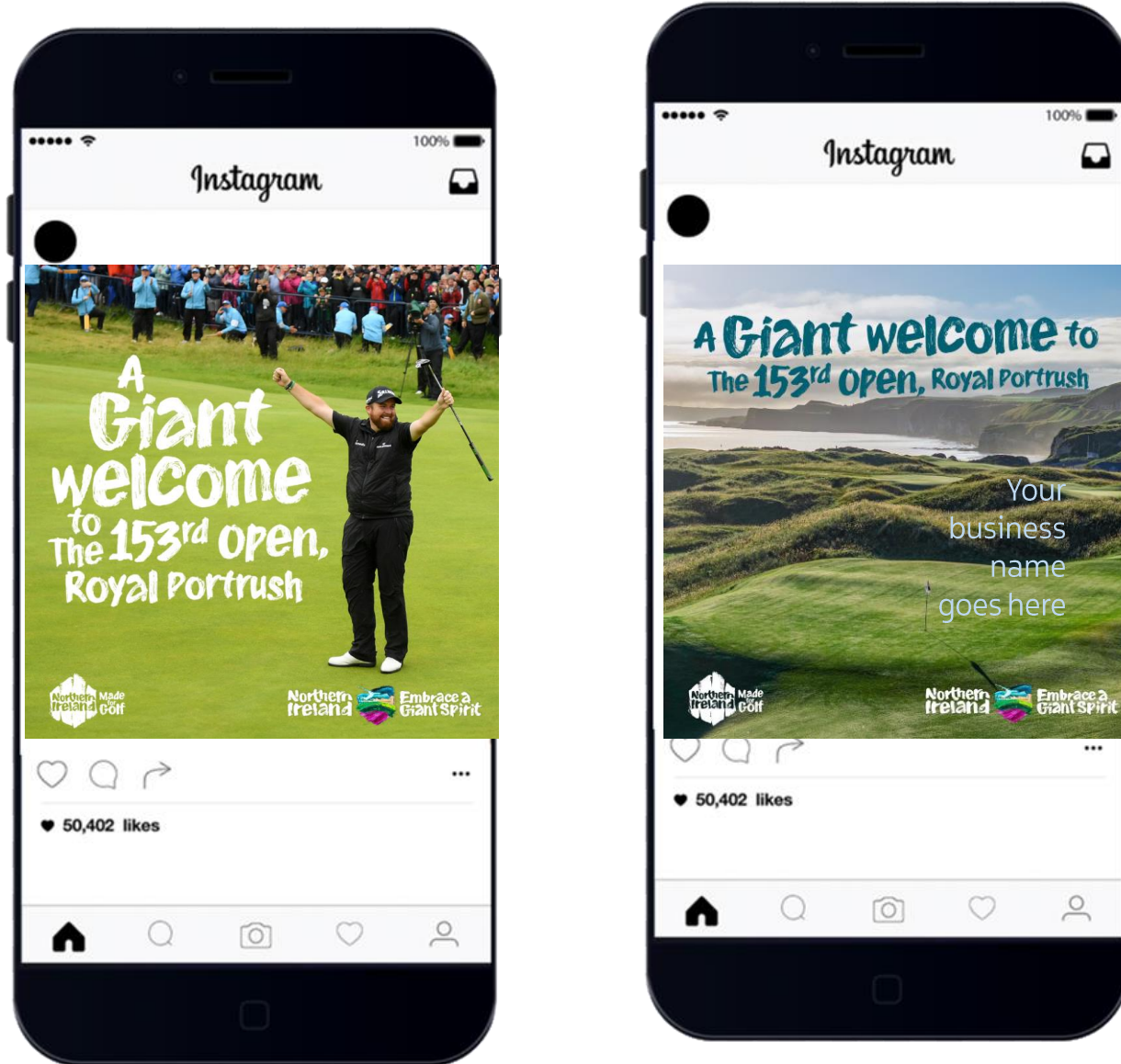


COVER PHOTO TEMPLATE: A GIANT WELCOME FROM...



Insert your
business
logo here

INSTAGRAM FACEBOOK 1:1

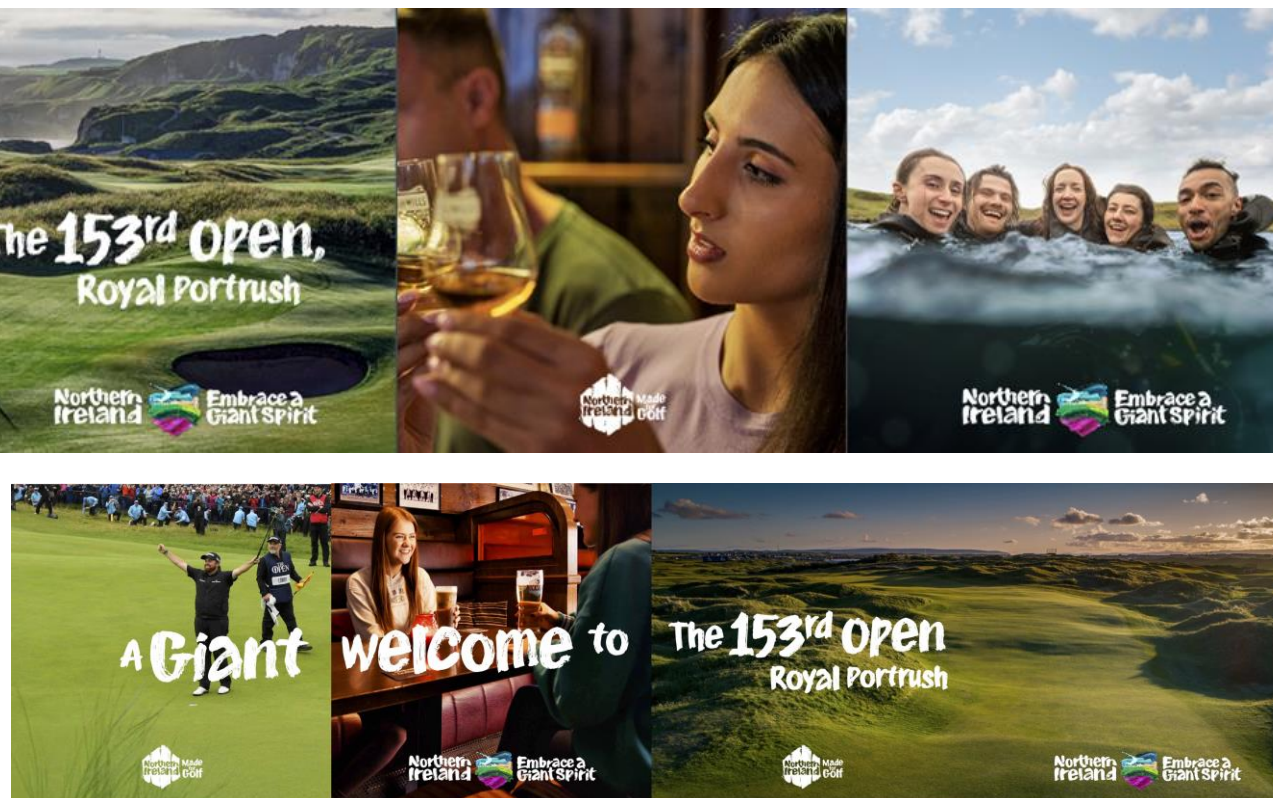


Including
#nimadeforgolf
ensures your posts
can be shared by
Tourism Northern
Ireland

We have designed these templates to be flexible for businesses, so you can easily adapt the visuals for social media use. You can use them as an opening frame to be followed by content like menus or cocktail lists, or as a standalone post.

CAROUSELS

Carousels help showcase your offering. Tee off with golf to grab attention, then swap out these sample images for your own images to showcase what there is to see and do across Northern Ireland.



SOCIAL BADGES

Simply drop any of these ready-made badges onto your own social assets, menus, posters.

You could also create mini badges for your staff.



For illustration only

WE'RE OPEN READY BADGES



HOW TO ACCESS THE ASSETS

All assets are available for download from the Content Pool. - [ContentPool](#)

The full presentation is available as well as layered files for businesses to use the artwork in their marketing activity.

Questions?

Carmel.scott@tbwa.com – Creative assets

K.wilford@tourismni.com – Access to content pool (Kathy)



Top 5 things to do

1. Communicate a “giant welcome” using the assets provided.
<https://northernirelandscontentpool.com/en/feature-collection>
2. Create golf-themed Menus/window displays/events.
3. Provide visitors with information on what there is to see and do in the wider area and communicate that Portrush is Open for business.
4. Send TNI pictures and tag #Nimadegolf in your social posts so that TNI can share your golf-themed promotions.
5. Share this video on your channels.
<https://www.youtube.com/watch?v=Bk7Klb0Xl3c>



The Claret Jug trophy is prominently displayed in the foreground, resting on a stone ledge. It is a silver trophy with a large, ornate handle and a wide, flared base. The background shows a scenic view of a golf course with green hills and a body of water under a cloudy sky.

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Royal Portrush, 13th – 20th July 2025

Northern
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Embrace a
Giant Spirit



Council Activity Update

Jonny McCarron

Causeway Coast & Glens Borough Council



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Causeway Coast & Glens Borough Council Updates

- **Our Town Is Open**
- **Events and Animation**
- **Traffic and Transport**

Industry Activity

Cheryl Ferguson
Titanic Belfast



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Industry Activity

Georgia Calderwood

National Trust – Giant's Causeway & Carrick-a-Rede



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National
Trust



Summer of Play - Games on the Roof

The 153rd Open Special

Monday 14 July & Friday 18 July | 11am - 3pm





Event Ambassador Volunteers Update

Andrew Hanna

Volunteer Now – Events Team

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The 153rd Open Volunteer Now: About Us

- Promoting opportunities to volunteer for organisations.
- Support organisations to access national standards i.e. (Investing in Volunteers).
- Training and information (child protection, safeguarding, volunteer management).
- Engage in promotional campaigns- raise the profile!
- Our **EVENTS TEAM!**
World Police & Fire Games, Giro D'Italia, 2019 Open, Tall Ships and more...



The 153rd Open

'Off Course' Event

Ambassador Volunteers

- Following on from the huge success of 2019.
- 150 volunteers (estimated to give approx. 3000 hours)
- 8 days of involvement, situated across Portrush town.
- Wayfinders- responding to questions, offering a helping hand
- Helping to ensure safe arrival and departure of all visitors
- Providing that famous Northern Ireland GIANT welcome!



Closing Comments

Siobhan McGuigan
Tourism NI - Head of Events



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Any
Questions?



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Key Useful Links

- To access 'Get Open Ready' Toolkit & regularly updated event details/opportunities visit:
TourismNI.com/The153rdOpen
- To access The 153rd Open Marketing Assets visit:
NorthernIrelandContentPool.com
- To find out more and sign up for MyTourismNI E-Learning Platform visit:
TourismNI.com/MyTourismNI
- For more information or to apply for Accommodation Certification and our grading schemes visit:
TourismNI.com/forms
- For details on upcoming Tourism NI Events and webinars visit:
TourismNI.com/TED



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