

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



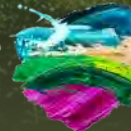
# Are you ready for The Open?

Getting your business ready for The 153rd Open



PROUD TO HOST  
THE 153<sup>RD</sup> OPEN

Northern  
Ireland



Embrace a  
Giant Spirit



# Contents

Getting Your Business Ready	3
Northern Ireland Made for Golf	4
How to Get Involved	5
Who Are Your Visitors?	6
The Open in Numbers	7
Tip 1 Keep up to date with The 153rd Open	8
Tip 2 Be Golf Ready	9
Tip 3 Customer Service	10
Tip 4 Working Together & Cross Promotion	11
Tip 5 How to Appeal to International Visitors	12
Tip 6 Shout About Yourself	13
Tip 7 How to Be Open Ready	14
Tip 8 How to Encourage Visitors to Come Again	15
Tip 9 How to Get Social	16
Tip 10 Understand The R&A Marketing Protocol	17-18
Swing into Action	19
How to Show a Giant Welcome	20
Poster Templates	21
How to Show Visitors That We Are Open Ready	22
Sustainability	23
Job Opportunities	24
Travel Information	25
Checklist	26
Being Big Hearted	27
Useful links	28





# Getting your Business Ready

**Portrush is set to come alive from 13th to 20th July 2025 when The 153rd Open - golf's original Championship returns to Royal Portrush and your business can benefit!**

It may have taken 68 years for The Open to return to Northern Ireland in 2019, but it was more than worth the wait. The Open will now return to Royal Portrush this year for The 153rd Open. There will be an unprecedented media focus, many hundreds of thousands of spectators, a huge global TV audience and an atmosphere of celebration. We need to work together to embrace The Open, showcase our giant spirit and present Northern Ireland as a world class golfing and visitor destination.

This guide has been developed by Tourism NI and Causeway Coast and Glens Borough Council to aid local businesses in maximising the commercial potential around The 153rd Open.

It is golf's original major championship and the only one held outside of the US. It doesn't get any bigger than that. For your local business, let's really savour this and make the most of every opportunity it brings. This booklet gives you our top 10 tips on how you can engage with The 153rd Open, before, during, and after...starting today.

The 148th Open, held at Royal Portrush in 2019, became the biggest sporting event ever held in Northern Ireland, delivering a combined economic and media benefit of more than £100 million to the region.

**Now it's time for us to get ready for the world stage once again.**





Northern Ireland is huge in the golf world. It's amazing a region so small can produce so many world-class golfers. And our courses are well above par too. We've got some of the best in the world and over 90 in total, all somehow squeezed into about 5,460sq miles of lush landscape.

It means this place really excites golf visitors. And we should all be excited about that. Golf tourism drives money into local businesses and our economy. In 2024 the value of golf tourism in Northern Ireland was estimated over £70m, the highest year on record!

- £70m+ total economic impact in 2024.
- 29,000 out-of-state visitors.
- 1-2 Weeks – 53% of golf visitors stay between 1 and 2 weeks.
- £85m per annum is the economic impact target for golf tourism by the end of 2030.
- 59% of visiting golfers in 2023 were return visitors.
- Key golf markets are North America, Great Britain, Republic of Ireland, Europe, Nordics and Germany.





# How to Get Involved With Golf Marketing All Year Round

Tourism Northern Ireland has a range of marketing platforms to help promote your business to the golf market:

## Golf Marketing Campaigns

Submit your 'stay and play' package with an offer that will appeal to the target golf market. All suitable offers will be showcased in the campaign and on **discovernorthernireland.com**.

## Content

Tourism NI has a Northern Ireland and Republic of Ireland Destination PR Team and a Social Media Team with a range of outlets for golf-related content. Let us know about new product developments, amateur competitions, or interesting stories that golf visitors will find engaging. For more details, contact **golf@tourismni.com** to join the database.

## Discovernorthernireland.com

Northern Ireland-based golf tourism businesses can promote themselves for free through our consumer website, which receives over 3 million visitors per year. The golf section includes ideas for itineraries, courses to play, off-course activities, and golf-friendly accommodation. Find out more at **Promote your business on Discover NI.com**

## Golf Trade & Consumer Shows

Golf Trade Shows provide a platform to promote your business to tour operators who programme Northern Ireland on golf itineraries. Consumer shows enable you to sell directly to golfers and potential visitors. Key shows include:

- PGA Show, Orlando, January
- Nordic Golf Travel Market, February
- Rhein Golf, Germany, February
- BMW Wentworth, UK, May
- North American Convention, USA, June
- Irish Open, Ireland, July
- NI Open, Galgorm Resort, August
- IGTOA Annual Conference, Island of Ireland, October
- International Golf Travel Market, Europe, October

Tourism NI works alongside other tourism bodies, including Tourism Ireland and Fáilte Ireland, at various golf events. To receive notifications of these events, contact **golf@tourismni.com**.

## Tourism Ireland - Industry Opportunities Website

This website is a dynamic tool for Northern Ireland's golf tourism industry, providing "always-on" access to a global audience. Register for updates at **tourismireland.com/industryopportunities**.

Remember, golf visitors are mainly from overseas, so Tourism Ireland's platforms are vital. Make the most of these marketing platforms for your business.



# Who are your Golf visitors

Our Golf Tourism Strategic Vision identifies our golf visitors aligned to key geographical markets and their needs.

Let's find out more about them

## Trophy Hunters

### Market:

Predominantly North America

### Motivations/Needs:

- Ticking the box of famous courses
- Not price sensitive
- High value experiences
- Direct flights
- 4\*/5\* accommodation
- Long lead times
- Role of tour operators crucial
- Best of Northern Ireland itineraries

## Four Balls

### Market:

European, GB and ROI

### Motivations/Needs:

- New experiences
- Book independently
- Pre-booked tee times
- Happy to combine links & parkland
- Opportunity to package parkland
- Interest in other NI experiences

## Couples Golf

### Market:

GB, ROI, Germany & Scandinavia

### Motivations/Needs:

- Open to short breaks and longer stays
- Happy to combine links & parkland
- Emphasis on quality of parkland experience
- Genuine NI experience
- Hospitality and culture important
- Historical/boutique accommodation
- Tailored programmes
- Memorable experiences

## Value Golf Seekers

### Market:

GB, ROI

### Motivations/Needs:

- Value for money
- Quality of experience is important
- Travel in groups
- Pre-booked tee times
- Happy to combine links & parkland
- Emphasis on quality of parkland experience
- Food and drink important
- Short breaks
- Late bookings common
- Direct access
- New/undiscovered experiences to try

## Society Golf

### Market:

GB, ROI

### Motivations/Needs:

- Travel in groups
- Pre-booked & flexible tee times required
- Happy to combine links and parkland
- Value for money
- Quality experience
- 3\* plus accommodation
- Friendly welcome

## Corporate Golf

### Market:

GB, ROI

### Motivations/Needs:

- Decision made by Senior Management Team
- Not price sensitive
- Corporate meetings
- Resort golf packages
- Add on packages
- Availability of experiences for the predominantly male market



# The Open in Numbers



**Over 250,000**

Visitors from across the world



**£100 Million+**

Combined economic and media benefit  
from hosting the Championship



**600**

Journalists from all over the world  
will be covering the Championship



**Over 150**

Countries broadcast The Open



**80 Million**

TV audience that watch The Open every year



# Tip 1

## Keep up to date with The 153rd Open



### Know how to keep up-to-date and become an open expert

- Sign up to **oneclub.golf** for more information about The Open.
- The “News” section on The Open’s official website has concise and up-to-date information on The Open, along with interviews and announcements at **TheOpen.com/news**.
- Keep up-to-date by following @TheOpen on X or like The Open on Facebook at The-Open-Championship. The links can be found at the footer of the home page **TheOpen.com**.

### Know what resources are available

Help your guests prepare for their day. Spectator information, including details about planning for the visit, getting there, accessibility, and frequently asked questions, is available at **Plan Your Day | The 153rd Open**.

### Talk to your Staff

#### Newsletters

Circulate The Open newsletters around your team or print a copy and put it on your staff noticeboard.

#### Team Meetings

It's not just about you being familiar with The Open, make sure the staff around you are just as aware by hosting meetings where The Open is on the agenda.

#### The Open Expert

One person can take responsibility for being the expert so other staff members know who to come to for information.

#### App

Encourage your staff to "be in the know" by downloading The Open app so they can be kept up to date with live information during Championship week on scoring, tee times, spectator info etc. The app is available at

**TheOpen.com/the-open-app**



## Make your business golf-friendly for The Open

Here are useful ways to welcome golfers to your business:

- Provide The Open information such as tee times, leader boards, etc.
- Display daily weather forecasts clearly for all guests.
- Work with complementary businesses to offer golf packages.
- Prepare a packed breakfast or lunch at unsociable hours to cater for those who are out all day.
- Provide laundry facilities or a drying room for golf gear and provide adequate storage for golf bags.
- You may want to place an information sheet in the foyer or counter of your business.

For more information on the Golfers Welcome Scheme for accommodation visit: [tourismni.com/welcomeschemes](http://tourismni.com/welcomeschemes)

# TIP 2 Be Golf Ready





## Tip 3 Customer Service

### What Can you do to offer an authentic giant welcome that leaves people with fantastic memories?

Northern Ireland's Embrace a Giant Spirit brand is all about unlocking our unique passion and enthusiasm, being warm and generous hosts and going the extra mile to ensure each visitor feels welcome.

Providing excellent customer service is vital to deliver the giant welcome our visitors deserve ensuring they return again and again whilst also improving the reputation of our destination. Everyone involved in The Open is an ambassador for the destination and plays an important role in the overall visitor experience.

Make sure to provide your team and volunteers with the resources necessary to deliver an excellent customer experience, such as the examples in Tip 1.

#### Other creative ways you can delight your customers include:

- Allowing guests to pre order food deliveries prior to their arrival if using self-catering accommodation.
- Provide your customers with a simple golf related gift.
- We have included some marketing assets in Tip 10 to help you show a "giant welcome" to The 153rd Open and the golf visitors.

**Tourism NI will be hosting a number of Get Open Ready Customer Service courses, for more information see [page 27](#).**







## Tip 4 Working Together & Cross Promotion

Two heads are better than one! Working together, either business to business or as a group/community, can encourage everyone to aim for the same goal.

### Collaboration is key

For visitors to The Open, your business is just one element of their overall visitor experience to Northern Ireland. Building networks and collaborating with others can yield far greater results for your business, local community and visitors.

Working in collaboration can not only encourage increased spend in your area and inspire visitors but raise the profile of your business.

### Ideas for collaboration:

- Could you offer evening meals/packed lunches for nearby accommodation that cannot offer their own, such as local campsites?
- Get involved and work with your local Chamber of Commerce. For more information, visit [Causeway Chamber](#), [Northern Ireland Chamber of Commerce](#), [Londonderry Chamber](#), [Belfast Chamber](#).
- Support your local groups and feedback ideas for possible ways to increase tourism in your area.

Another benefit of collaboration is that it is a low/no cost method of increasing awareness or complementing your business offer. Are there complementary businesses nearby that you can work with to enhance the experience and encourage spectators to spend locally?

For example, can you:

- Offer in-room guest information on things to do or places to eat nearby.
- Share content on social media from other local businesses.
- Add a destination page to your website with local recommendations.
- Include recommendations of things to do in pre-visit communications.
- Provide itineraries for guests that are staying with you. [Tourism Northern Ireland have put together a range of itineraries that you could use](#). You will also find on [page 19-22](#) some marketing assets that you could use to communicate itineraries, visit [northernirelandscontentpool.com](#).



# Tip 5

## How to appeal to International Visitors



Royal Portrush Golf Club, Portrush

Golf is a global sport with over 60 million playing regularly around the world. Many of these golfers travel to Northern Ireland to experience the world class golf we have here, particularly visitors from the USA, GB, The Republic of Ireland and a host of European countries including France, Germany, Spain and Sweden, so your business may have the opportunity to welcome more international visitors than in an average year.

### Embrace a Giant Taste

Food & drink is an important element of the overall visitor experience. Visitors are keen to seek out and enjoy local specialities that are unique to Northern Ireland. A giant taste can be offered by any business that is providing food & drink to visitors by:

- Offering local food and drink on your menu.
- Showcasing local food and drink producers.
- Offering a seasonal variety of dishes.
- Championing sustainability.

### Offer an international big-hearted welcome

For many, this might be their first visit to Northern Ireland and although some will be able to speak English fluently, others may not. Consider how you can:

- Optimise your website information to cater for different nationalities
- Offer clear directions and local information. Where possible translate any key information into other languages.
- Ensure you are well-stocked with visitor guides or local maps, or highlight where this information can be found. Highlight where staff can speak other languages or familiarise yourself with online translation apps.

### Accommodating international guests

- Have universal chargers available for international guests to borrow.
- Why not produce your own town guide, which would make international guests feel excited about visiting the area? You could focus on the local attractions which would mean the most to visitors from overseas.
- Golf starts at 8am so ensure you provide an early breakfast or something they can grab and go.



## Talk to your Customers

Plan what you want your staff to tell your customers and have a list of the key points which might be:

- How far away Royal Portrush is from your business.
- What your opening days / times will be during The Open.
- Where they can find out more information.

## E-shots

If you are sending regular emails out to your database you can include some factual information about The Open on here as a secondary message.

## Website

Link back from your website to [theopen.com](http://theopen.com) or [discovernorthernireland.com](http://discovernorthernireland.com) to make sure your visitors can access relevant, up to date information on the competition.

Website:

[tourismni.com/The153rdOpen](http://tourismni.com/The153rdOpen)

## Get Social

Shout about what you are planning for The 153rd Open on your business social media platforms and include the official event hashtag to join the conversation - #TheOpen, as well as #NIMadeForGolf.

This will allow us to find and curate posts on social channels. Email:

[digital@tourismni.com](mailto:digital@tourismni.com)

**Never will there be such media attention on Portrush. PR could help your business.**

# TIP 6 Shout About Yourself





# Tip 7 How to be open ready

## Plan for sales, plan logistics

- How will you get customers in and out – look at the tee off times for The Open, there are early starts, look to take advantage by opening early to catch the early risers heading to the course.
- Can you look at upselling / increasing your sales. For example, if you offer breakfasts can you open earlier or at least offer a cold breakfast that can be pre- ordered the day before?
- Plan to open later, large numbers of visitors will head into the town after the days' play ends. This is an opportunity to capture additional spend and show that Northern Ireland is open for business.
- How will you get your employees in and out?
- Will you need extra staff to be working during The Open and if so how will you manage this?
- Will you need to increase orders and deliveries to cater for greater numbers or to deal with the disruption of road closures?
- Do you know when the anticipated surges in interest around The Open are likely to be?
- If you're going to offer a specific package, have you worked out all the details of what you want to offer? Is there a minimum spend or booking period? What will customers get for their money? How does what you're offering compare with the competition's packages?

## Be Vigilant

The R&A and local agencies are committed to delivering The 153rd Open in a safe and secure manner, which everyone visiting or living within the area can enjoy. The business community can support this commitment by being vigilant and reporting any suspicious or unusual behaviour in the local area - before, during and after the Championship - to the Police Service of Northern Ireland on 101 or anonymously via Crimestoppers on 0800 555 111.

## Animation Programme

Animation and hospitality throughout the Championship Week will further enhance the visitor experience. More information coming soon.







## Tip 8 How to encourage visitors to come again

**The 153rd Open is expected to generate over 250,000 visitors.**

This will obviously bring plenty of revenue for many types of business across Northern Ireland, with an excess of £100m combined economic and media benefit from hosting the Championship, but what about the rest of 2025 and beyond?

### Encourage your customers to buy again:

- Offer great customer service. Think of your business from the customer's point of view and consider ways to enhance their experience. Small details can make a huge difference.
- Promote Northern Ireland and the surrounding area. Think of Northern Ireland as well as the Causeway Coastal Route. Visitors do not think in terms of boundaries. Shout about Belfast and the Causeway Coast.
- Know key attractions:
  - Causeway Coastal Route
  - Giant's Causeway
  - Titanic Belfast and Belfast
  - Game of Thrones studio tour
  - Championship and links golf courses
  - Walled City of Derry~Londonderry
  - Local food and drink gems, including the NI Spirits Trail
  - Literary connections: Seamus Heaney, C.S. Lewis, Samuel Beckett
- Suggest itineraries or reasons for guests to return, using resources such as [DiscoverNorthernIreland.com](https://www.discovernorthernireland.com) or [visitcausewaycoastandglens.com](https://www.visitcausewaycoastandglens.com).
- Use Visitor Information Centres for maps, guides, and bookings.
- Introduce a loyalty scheme—it could be discounts or unique incentives.
- Ensure value for money. Avoid overcharging, as visitors may not return if they feel they've been exploited.
- Promote special offers to encourage future visits.
- Use Google Translate to make your business accessible in multiple languages.
- Collect guest data to re-engage them later.

**Research shows over 80% of those who attend The Open will return to the destination.**



# Tip 9 How to Get Social

## Get Online

To create or update your [discovernorthernireland.com](https://discovernorthernireland.com) listings with The 153rd Open related content please go to [Promote your business on Discover NI.com](https://discovernorthernireland.com/promote-your-business) and follow the instructions [Website Listing Process](#). Or to list a themed event, or a special offer for The 153rd Open period, please submit a New Event Form or Special Offer Form via your [discovernorthernireland.com](https://discovernorthernireland.com) account log in.

## Get Social

Follow Discover Northern Ireland on Facebook, X, and Instagram for all golf event news, videos, and photographs. Contact our social team by sending us a DM, if you've an idea or opportunity you think would work well across our channels. You can also follow Visit Causeway Coast and Glens on Facebook, X, and Instagram for local updates and information.

Shout about what you are planning for The 153rd Open on your business social media platforms and include the official event hashtag to join the conversation - #TheOpen, as well as #NIMadeForGolf. This will allow us to find and curate posts on social channels.

Email: [digital@tourismni.com](mailto:digital@tourismni.com)

## Stay and Play

Put together a 'stay and play' package with your local course to attract golf visitors and tell us about it. We can then promote through the Golf section of our website, through ezines to golfers and dedicated golf social media posts. This will reach golfers here in NI, the Republic of Ireland, and further afield in conjunction with our partners.

Email: [golf@tourismni.com](mailto:golf@tourismni.com)

## Travel updates

Make sure you keep up to date on the travel arrangements which will be widely publicised once finalised.





**Displays and promotions are a great way to show your support for The Open, and we know that many of you will be thinking of how you can get the most out of the excitement and interest around this prestigious event.**

To help you achieve this in the right way, follow our dos and don'ts to make sure you can be part of this great occasion and, crucially, stay on the right side of laws and rules that are in place.

Please note that enforcement action will be taken to remove any advertising, display, or marketing materials that breach existing legislation and regulations, or that do not have the required consents.

A trademark is a sign that distinguishes a business's goods or services from those of other traders. It can be represented graphically in a logo and can include words, colours, and sounds—or any combination of these. Through a registered trademark, businesses can protect their brand—or 'mark'—by restricting other people from using its name or logo.

As organiser of The Open, The R&A exclusively holds all the operating rights for the Championship and The R&A Group Companies exclusively hold the operating rights of 'The Open', 'Claret Jug', and 'R&A' trademarks.

Commercial use of these marks by a third party, even if only in reference, is only possible with the expressed consent of The Championship Committee Merchandising Limited, which grants such a use to its partners subject to certain conditions.

The Championship Committee Merchandising Limited strictly prohibits the marketing in any way of products bearing all or some of these trademarks. The marketing of products bearing these trademarks is strictly reserved for The R&A Group Companies and its licensees.

This means that only official licensed partners—who have been given consent to do so—can make use of these trademarks to reference their association with The Open or The R&A. In other words, you can't suggest that you, your business, your association, or any other body is linked to The Open, unless you are an officially licensed partner.

You can, however, show your support for The Open in lots of other ways, like utilising the marketing assets that Tourism NI have developed. The assets will help you communicate a giant welcome to The 153rd Open and show visitors that your business is "Open ready". Website: [northernirelandscontentpool.com](http://northernirelandscontentpool.com)

# TIP 10

## Understand The R&A Marketing Protocol





# R&A Marketing Protocol



## Dos:

- Use general references to golf and factual statements about The Open.
- Create displays and signage with a general association with golf.
- Comply with advertising consents and regulations.
- Use the [Tourism NI marketing assets](#) to show your support.
- Consider event-related promotions specifically for the duration of The Open.

## Don'ts:

- Use any wording or undertake any activity that creates an impression of an official association with The Open or The R&A (e.g., 'in association with', 'sponsored by', 'official').
- Use any official trademark relating to The Open, or anything that could be mistaken for a trademark. This includes the use of words as well as logos or marks.
- Mislead customers into creating an association with The Open or The R&A where none exists.



# Swing into Action



Get ready to offer golf fans the round of a lifetime in Northern Ireland as The Open comes to Royal Portrush in July 2025. With 250,000 spectators this world-class event is a brilliant opportunity to showcase our giant spirit and why Northern Ireland is truly made for golf.

Here in Northern Ireland, these two brands can be used to welcome golf visitors. You can either use the brands below or the new suite of marketing assets that Tourism NI have created.

## Use the Made for Golf Logo

Ensure you make the best use of the Made for Golf logo which can be accessed via the NI Content Pool. In our Content Pool you will find images and footage of courses throughout Northern Ireland - all for free. Keep checking for updates too—new materials will be added as we get closer to the event. Website:

[northernirelandscontentpool.com](http://northernirelandscontentpool.com)



## NI Embrace a Giant Spirit

The Northern Ireland - Embrace a Giant Spirit brand reflects who we are and defines both the experiences we offer visitors to Northern Ireland and the way we communicate them. The brand is free to use and can be used to communicate a giant welcome to Golf Visitors.



**Northern Ireland is Open-Ready. Your business is Open-ready. So let's get ready to tell the world about it.**

Tourism NI have created a suite of ready-made marketing assets for you to use across your business. These assets will help your business be part of the "Giant Welcome", will grab golf fans' attention and show The Open visitors that we are "Open Ready"

To access the full suite of assets please visit the Special Collection at [northernirelandscontentpool.com](http://northernirelandscontentpool.com)



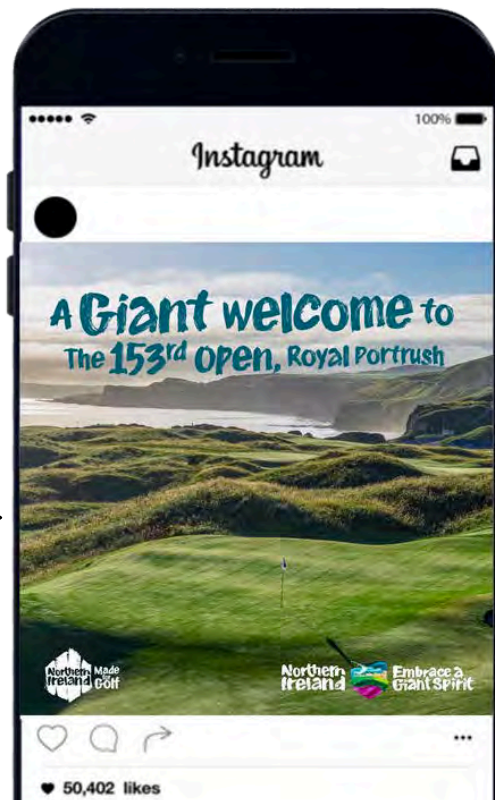


# How to show a "Giant Welcome" to The 153rd Open and our visitors

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.

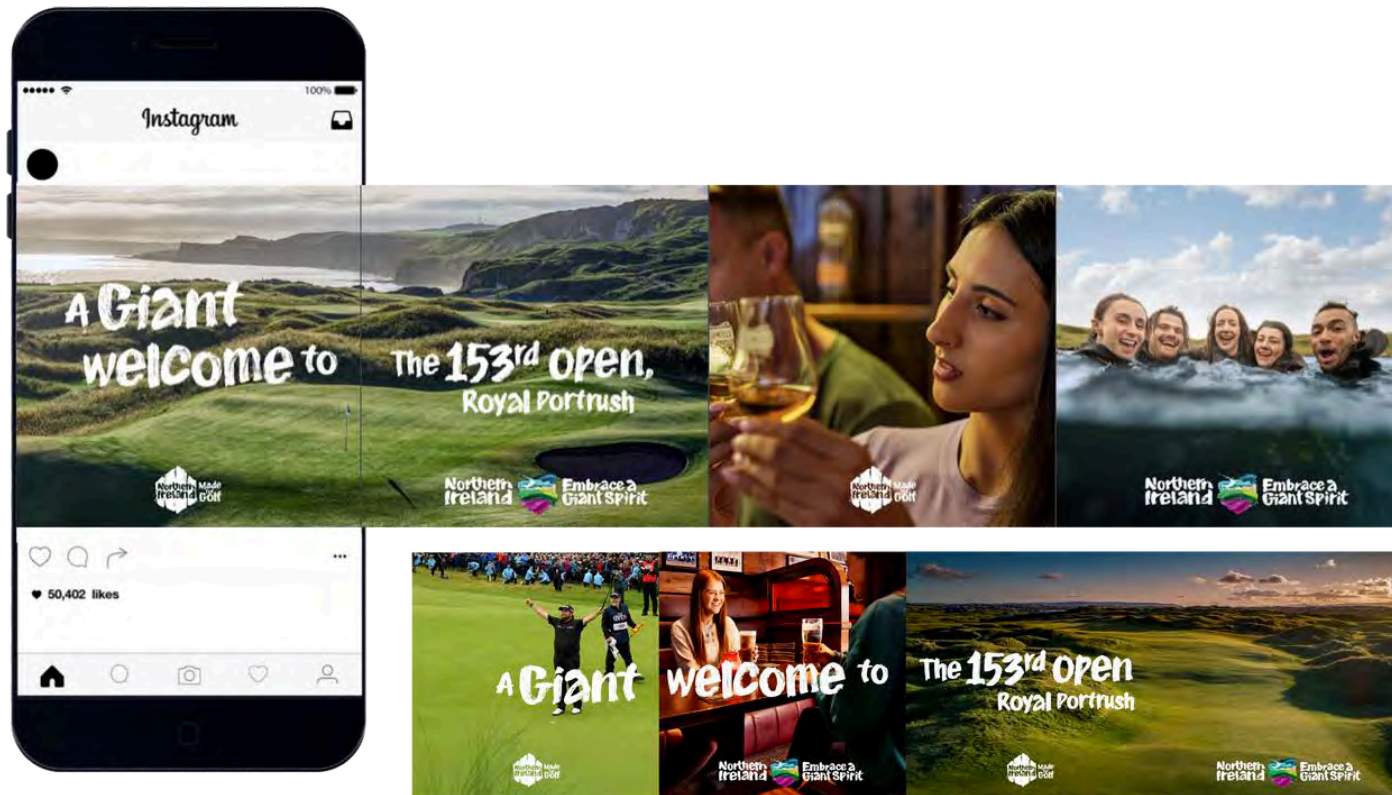
## Instagram & Facebook

Your business logo goes here. Including #nimadeforgolf ensures your posts are seen by even more golf fans



## Carousels

Carousels help showcase your offering. Tee off with golf to grab attention, then swap out these sample images for your own images to communicate what your business is doing to welcome The 153rd Open.



## Social Badges

Simply drop any of these ready-made badges onto your own social assets and images.



To access the full suite of assets please visit the Special Collection at [northernirelandscontentpool.com](http://northernirelandscontentpool.com)

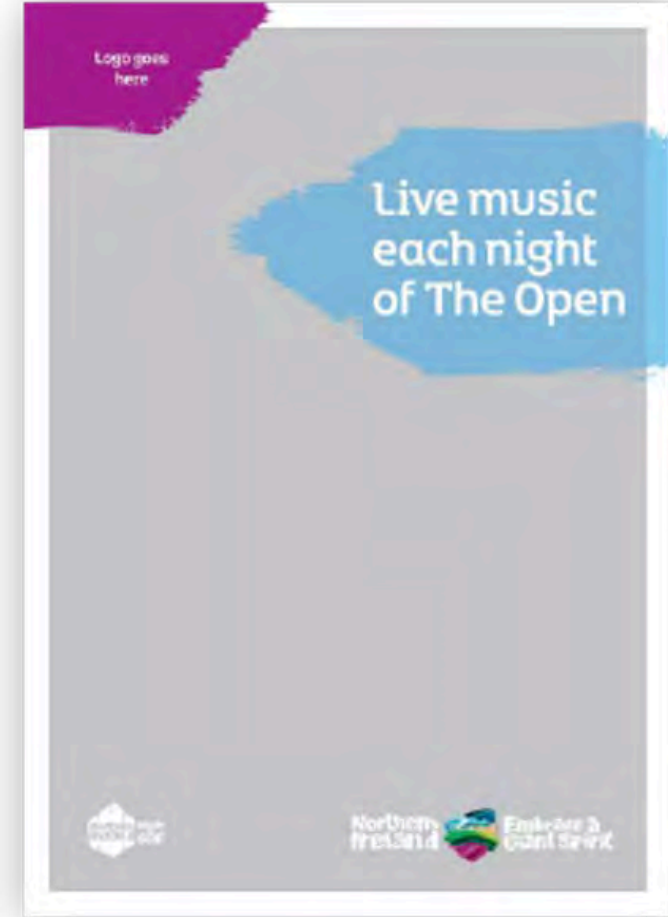
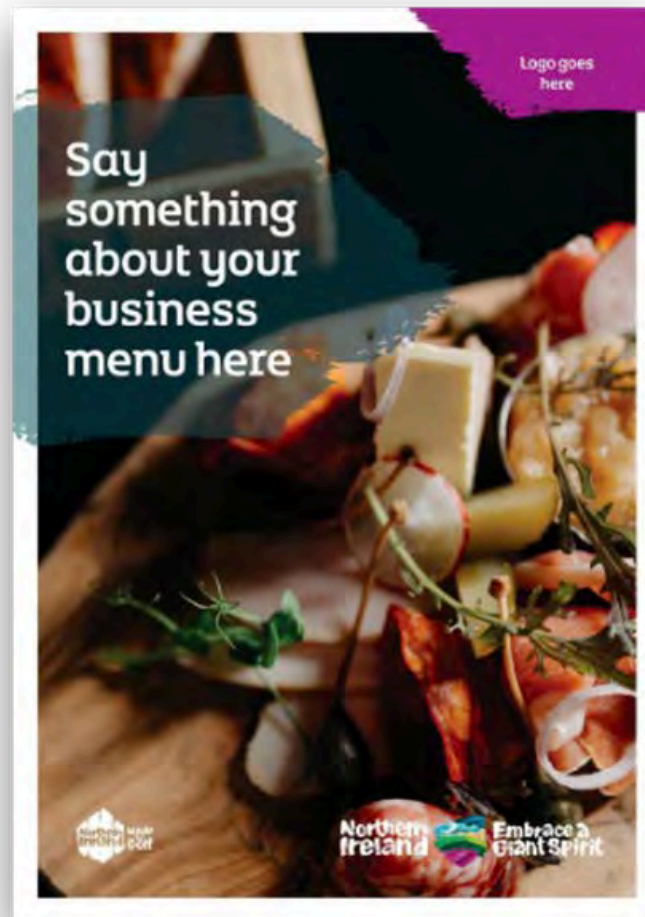


# Poster Templates

These template posters come complete with official logos and are almost ready to go. Simply download, add your own messages, logos, and images and you're all set to up your game for The Open

To access these templates and assets please visit the Special Collection at [northernirelandscontentpool.com](http://northernirelandscontentpool.com).

Your business logo goes here





# How to show visitors that we are “Open Ready”

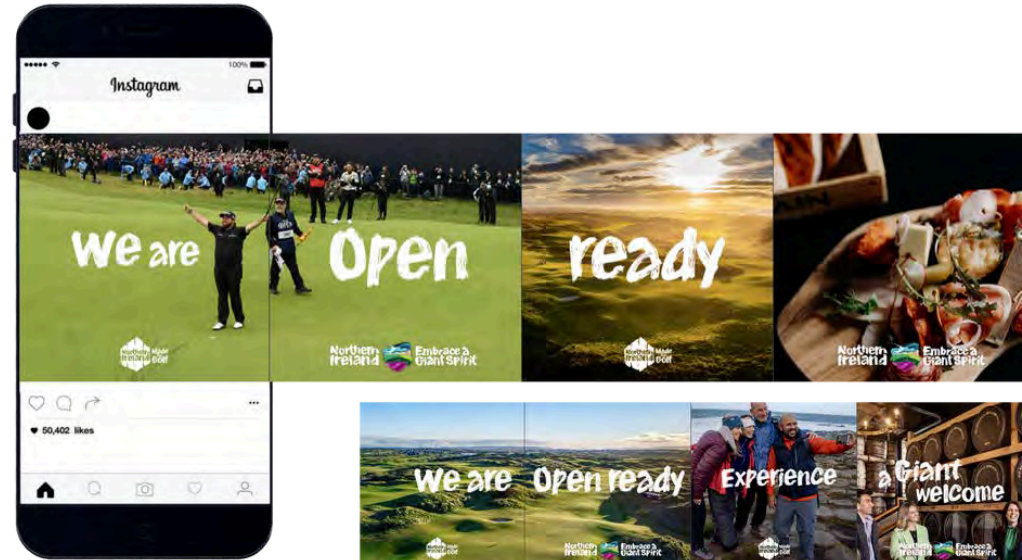
One of the ways we can showcase our giant spirit to potential golf visitors is by telling them “We’re Open Ready” This demonstrates that our businesses are delighted to welcome golf visitors, and we have made extra efforts to ensure we are ready for their visit.

To access the full suite of assets please visit the Special Collection at [northernirelandscontentpool.com](http://northernirelandscontentpool.com)

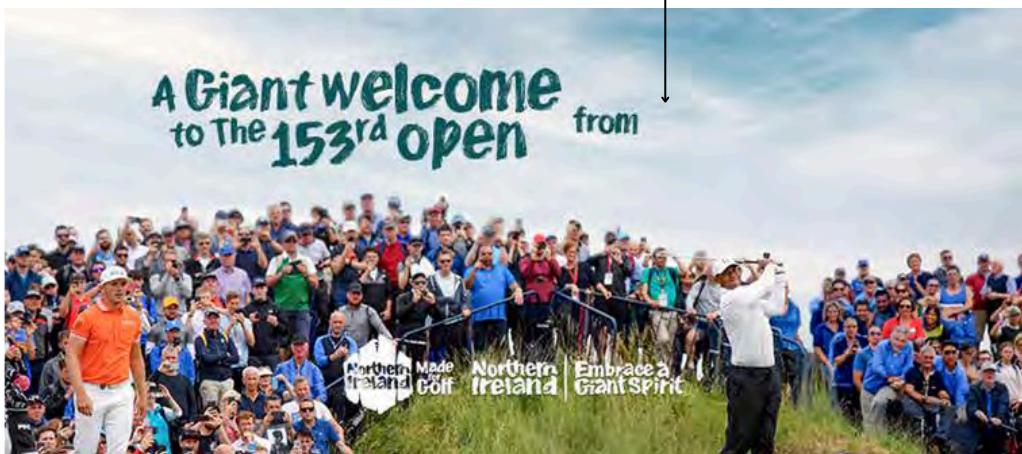


## Carousels

Carousels help showcase your offering. Tee off with golf to grab attention, then swap out these sample images for your own images to communicate what your business is doing to welcome The 153rd Open.



## Cover Photo Template





# Sustainability

We are proud to share our unique landscapes, nature and produce in a sustainable way to preserve it for generations to come. We want visitors to experience and feel our natural heritage and landscapes in an authentic way. Think about how you can deliver rich experiences by being celebratory, adventurous and natural.

Tourism NI are working with The R&A, Causeway Coast & Glens Borough Council and Royal Portrush Golf Club to host a sustainable event.

Some resources which businesses might find useful:

[Tourismni.com/leanergreener](https://www.tourismni.com/leanergreener)

[Embracing Events Masterclass: Delivering Sustainable Events](#)  
[Tourism Northern Ireland - YouTube](#)

More information on sustainability practices will be available to view here in due course.

---

Tourism NI is committed to promoting businesses that highlight environmentally sustainable practices. However, the sustainability claims and credentials of the businesses shown have not been independently verified by Tourism NI.

We encourage visitors to conduct their own research regarding the environmental claims of any businesses or service they choose to engage with. While we aim to showcase businesses aligned with eco-friendly values, Tourism NI does not assume responsibility for the accuracy, authenticity or implementation of these practices.







# Job Opportunities

There are various recruitment opportunities to get involved with playing your part at The 153rd Open.

The R&A has a number of roles on course, from opportunities to volunteer as a Scoreboard Carrier, to working in a paid role within the retail Shop. If you are interested in applying or finding out what roles are available – please visit: [TheOpen.com/work](https://www.theopen.com/work).

Absolute Taste are the catering providers for The 153rd Open. They are recruiting for various roles over the coming months from chefs, front of house and back of house team to name a few. If you have a passion for hospitality and thrive on working in a fast paced environment, please visit: [harri.com](https://www.harri.com).

G4S are the principal security partner who will be offering a range of roles including security, safety & customer service staff, please visit: [careers.g4s.com](https://careers.g4s.com).



# Travel Information

## How will the event impact access to your business/your customers?

Tens of thousands of spectators are expected to attend throughout the week. To minimise road traffic congestion and reduce the Championship's carbon footprint, The R&A is recommending that spectators consider the use of public transport, timetables are due to be available in Spring 2025. Keep an eye out on Translink's website for more information.

There will be no public car parking available at Royal Portrush or in the immediate surrounding area. All public parking will be provided at managed Park & Ride sites. Park and Ride facilities are available for use by anyone, not just event attendees.

Spectators choosing to travel to the Championship by car or motorcycle will be directed to The Open Park & Ride sites by Variable Messaging Signs (VMS) and specific black and yellow event signs provided by The AA.

## Local Area Restrictions

To assist with traffic management and reduce congestion in the vicinity of Portrush, temporary traffic regulations and parking restrictions will be introduced. These will be enforced by the Police Service of Northern Ireland in order to minimise disruption to local residents and businesses, assist traffic flow and increase safety and security for all road users.

For further information on Traffic & Transport plans see: **Getting to Royal Portrush | Travel Options | The 153rd Open**





# Checklist

Now that you have worked through the toolkit here is a quick summary of the ways in which you can get involved:

1. Have you downloaded The 153rd Open free assets to help you promote your business? Visit: [northernirelandscontentpool.com](http://northernirelandscontentpool.com).
2. Do you have a better understanding of the golf visitor? Visit: [tourismni.com/golf](http://tourismni.com/golf).
3. Have you updated your website in line with the visitor expectations and preferences? Visit: [tourismni.com/dniling](http://tourismni.com/dniling).
4. Have you signed yourself and/or staff up to the customer service training? Visit: [tourismni.com/getopenready](http://tourismni.com/getopenready).
5. Have you signed up to volunteer at the event?
6. Have you taken action on how to be more sustainable? Visit: [tourismni.com/sustainability](http://tourismni.com/sustainability).







## Being Big Hearted - Sign up for Customer Service Training

Being Big Hearted is about being warm, generous and hospitable hosts. The 153rd Open gives us the opportunity to share our local Giant spirit on a global stage.

To ensure we are offering a Giant Welcome, Tourism NI will be hosting a number of Get Open Ready Customer Service courses.

These will be free, one day in duration and fully accredited offering a level 2 qualification.

If you would like to register your interest please visit [tourismni.com/getopenready](https://tourismni.com/getopenready)



# Useful Links

- [The Open - News](#)
- [Discover Northern Ireland](#)
- [Visit Causeway Coast & Glens](#)
- [Tourism NI Golf](#)

## Employment Opportunities

- [Causeway Coast And Glens Borough Council](#)

## Information for Your Staff

- [Causeway Chamber](#)
- [Northern Ireland Chamber of Commerce](#)
- [Londonderry Chamber](#)
- [Belfast Chamber](#)

For any queries please contact  
[the153rdopen@tourismni.com](mailto:the153rdopen@tourismni.com)

