

Tourism NI Conference 2022



The Open is golf's original championship, played since 1860 and for one week each year, the pursuit of the famous Claret Jug trophy is the focus of the sporting world

The biggest sport event ever staged in Northern Ireland



What's special about Portrush? What does The Open deliver? What does the future hold?









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Fightback from Covid-19

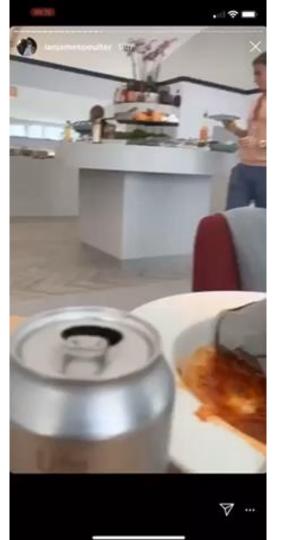
- The 149th Open CANCELLED and staged in 2021, capped at 123,000
- The AIG Women's Open 2020 staged behind closed doors and in 2021, capped at 32,000
- The 150th Open, St Andrews, 1.3m ticket applications and sold out at 290,000



Deliver for players









Deliver for fans





Deliver on TV







Deliver Economic benefit

- Total economic benefit in excess of £100m in 2019
- Total economic impact of £45m for Northern Ireland or £13.5m in Gross Value Added terms and £26.2m of new money entering the local economy of Causeway Coast and Glens
- Destination marketing benefit of £61m (Advertising Equivalent Value) on global television and other media



Working in partnership













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Venue development

 Review the test set by one of the world's iconic links courses for the world's best golfers

(2) Provide safer, efficient access to more areas, for more people (250,000) to see major golf up close



Innovation through 2025

- 3D Course modelling for sustainability gain
- Remote production serving a 100m TV audience
- Digital ticketing using blockchain technology
- E-commerce accounting for 40%+ merchandise sales
- Marketing and advertising spend 70% digital
- Web 3 and the Metaverse delivering virtual experiences





Water Station

Everyone plays a part.

WITH

Unchilled Thilled



Free, purified chilled water available here.

your donation*.



If you would also like to play a part in restoring global forests with the Priceless Planet Coalition, please tap to donate £1.50 and Mastercard will match

Help to protect our planet by using a refillable water bo





The Open Legacy Fund £100,000 in 2019

Portrush community groups benefit from The Open Legacy Fund







A triumphant decade...









