

#### **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

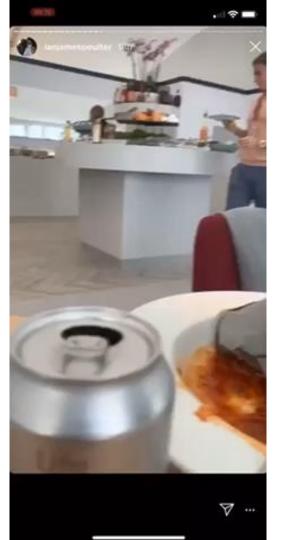
- The 149th Open CANCELLED and staged in 2021, capped at 123,000
- The AIG Women's Open 2020 staged behind closed doors and in 2021, capped at 32,000
- The 150th Open, St Andrews, 1.3m ticket applications and sold out at 290,000



#### 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.

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#### The Open Legacy Fund £100,000 in 2019

#### Portrush community groups benefit from The Open Legacy Fund







#### A triumphant decade...









