


# THE 150<sup>TH</sup> OPEN - INDUSTRY WEBINAR

## ALAN GRANT, SENIOR GOLF MANAGER



 The 144<sup>th</sup> Open, St Andrews, Fife

# SCOTTISH EVENTS

- Events are back!
- Scotland's outlook and position as the perfect stage for events is set to be strengthened with a range of brand new and returning events set to take place across 2022.
- Scotland is the place to enjoy responsible, welcoming and safe event experiences.
- Huge array of events across the calendar with themes around music, culture and sport
- Scotland offers so much choice, from small local events with plenty of spirit to large scale global events.

# A SPECTACULAR SUMMER OF GOLF



- Genesis Scottish Open, 7 – 10 July, East Lothian
- **The 150<sup>th</sup> Open, 10 – 17 July, Fife**
- **Senior Open Championship, 20 -24 July, Perthshire**
- Trust Golf Women's Scottish Open, 28 – 31 July, North Ayrshire
- **Hero Open, 28 – 31 July, Fife**
- AIG Women's Open, 1 – 4 August, East Lothian
- **R&A Boy's & Girl's Amateur Championship, 4 – 13 August, Angus**
- **Alfred Dunhill Links Championship, 29 Sep – 2 Oct, Fife & Angus**



# THE WORLD WILL BE WATCHING

- TV audience across all key markets
- Digital audiences have boomed across all channels
- Advocates across all forms of the game, globally

# CURRENT ACTIVITY:

- Dedicated page on [VisitScotland.com](https://www.visitScotland.com)
- E-comms and social engagement
  - VS Golf E-News (4<sup>th</sup> April)
  - @VisitScotGolf on Twitter
  - Supporting 150<sup>th</sup> Open /Fife content
- Media press trips /activity
  - Key markets (US, UK, DE, SWE)
  - Focussed on golf+
  - Continue to work with Fife Golf and partners
- Engaged with all partners
  - The 150<sup>th</sup> Open planning groups
  - Shared Exhibition Space with Fife Council



🔍 The 144<sup>th</sup> Open, St Andrews, Fife

# CAMPAIGNS ACTIVITY:


- Scotland is Calling
- Summer of Golf (pre and post)
- Return of Events





# THANK YOU

## QUESTIONS?

 Celebration of Light, The 150<sup>th</sup> Open, St Andrews

Slide title / footer