



VisitScotland Tourism Briefing
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Executive Director Championships, The R&A

28 March 2022



Covid-19 fightback

The AIG Women's Open, 2020 - Behind Closed Doors

The 149th Open, UK Government ERP cap 123,000

The AIG Women's Open 2021, Scottish Government GEP cap, 32,000

The 150th Open, St Andrews, 1.3m ticket applications and sold out



EVERYTHING HAS LED TO THIS

The countdown is on to the first tee shot in The 150TH Open

113

DAYS

9

HOURS

28

MINUTES

The 150TH Open 

Keep up with all of the latest
information on a landmark
Championship at St Andrews

EXPLORE





Celebration of Champions

Monday, 11 July 2022

Playing 1st, 2nd, 17th and 18th

48 players including:

- Champion Golfers
- Women's Major Champions
- Men's and women's amateur champions
- Golfers with disability champions
- Celebrities



150
THE JOURNEY

ROLEX

1860
The birth of The Open
Video

1862
A record winning margin
Article

1861
Old Tom's first victory
Audio

Everything has come from this...
Scroll to explore the journey of The Open

1860
The 1st Open
25th
50th
75th
100th
125th
150th

thejourney.theopen.com

Economic Impact

2007 Carnoustie

2009 Turnberry

2010 St Andrews

2013 Muirfield

2015 St Andrews

2016 Royal Troon

2008 Carnoustie

2022 St Andrews

2024 Royal Troon

£538m

Destination Marketing Benefit

2007 Carnoustie

2009 Turnberry

2010 St Andrews

2013 Muirfield

2015 St Andrews

2016 Royal Troon

2008 Carnoustie

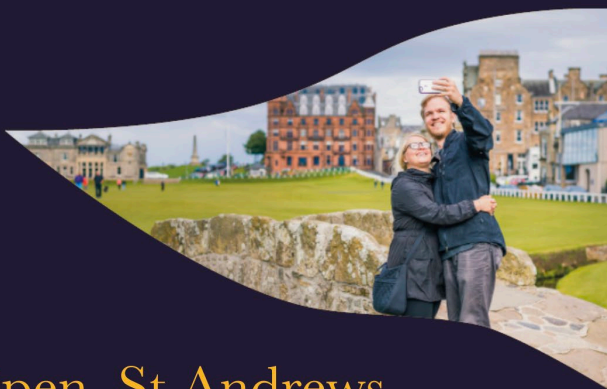
2022 St Andrews

2024 Royal Troon

£506m

YouGov[®] Sport

150



The 150th Open, St Andrews
Getting Your Business Ready



fife.gov.uk/theopen



Top Tips

1. Get Licensed
2. Reach out to golfers
3. Welcome international guests
4. Go the extra mile
5. Get listed
6. Promote the local area



Water Station

THE OPEN
GREENLINKS



WITH



Everyone plays a part.



Free, purified chilled water available here.

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 your donation*.



Help to protect our planet by using a refillable water bottle

*Offer available at participating venues. See www.pricelessplanet.co.uk for more information. Offer ends 31st October 2023. Mastercard reserves the right to change or discontinue this offer at any time without notice. © 2023 Priceless Planet Coalition. All rights reserved.



THE
OPEN
OFFICIAL PARTNER



OFFICIAL
PARTNER

EQC 40



4MATIC

S70 TUJ

THE
OPEN

electrified by
EQC

Portrush community groups benefit from The Open Legacy Fund



£150,000
in Fife



150

Everything has led to this