

# Amgen Irish Open 2024 Industry Engagement Event

29 May 2024



TOURISM  
NORTHERN  
IRELAND

# Welcome

Siobhan McGuigan,  
Head of Events  
Tourism NI





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## Running order

- **Welcome**  
Cllr Valerie Harte, Chair Newry, Mourne and Down District Council
- **Overview**  
Siobhan McGuigan, Head of Events, Tourism NI
- **Host course**  
Kevan Whitson, Royal County Down Golf Club
- **Delivering the event**  
Paul Gillmon, Head of Championships, DPWT
- **The local opportunity**  
Connor Mallon, Director - Economy, Regeneration & Tourism, Newry, Mourne and Down District Council



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## Running order

- **Fire Safety**  
Peter Cassidy, NI Fire & Rescue Service
- **The Industry Welcome**  
Carolyn Boyd, Industry Development Manager,  
Tourism NI
- **Marketing and promotion**  
Kevin Forde, Social and Digital Marketing Officer,  
Tourism NI
- **Q&A**
- **Close and one to one engagement**

# CONFIRMED FOR THE PRO-AM

11 SEPTEMBER 2024



**AMGEN**  
IRISH OPEN

ROYAL COUNTY DOWN GC · 11 - 15 SEPTEMBER 2024

## 11-15 September 2024 Royal County Down, Newcastle

- 11 September: pro-am
- 12-15 September: championship

*World-class golf, world-class course  
and a giant Northern Ireland  
welcome*



- Significant increase in value and opportunities of golf tourism in recent years
- 29,000 visitors travelled in 2023 to play
- Attracts high spending visitors - economic impact of golf tourism in 2023: £68.2m
- Rewarding market for NI - for every £1 spent on green fees in Northern Ireland, a further £4 is spent elsewhere in the local economy
- Quality of courses – over 90 unique courses with with Royal County Down and Royal Portrush regularly featuring in the Top 20 World Rankings
- Success of local golfers, and global attention from staging big events

## Golf Tourism



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# Thank you

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Head of Events  
Tourism NI

