

Amgen Irish Open

Newcastle

11-15 September 2024

Conor Mallon

Director - Economy, Regeneration & Tourism
Newry, Mourne & Down District Council

Ag freastal ar an Dún agus Ard Mhacha Theas
Serving Down and South Armagh



Comhairle Ceantair
an Iúir, Mhúrn
agus an Dúin

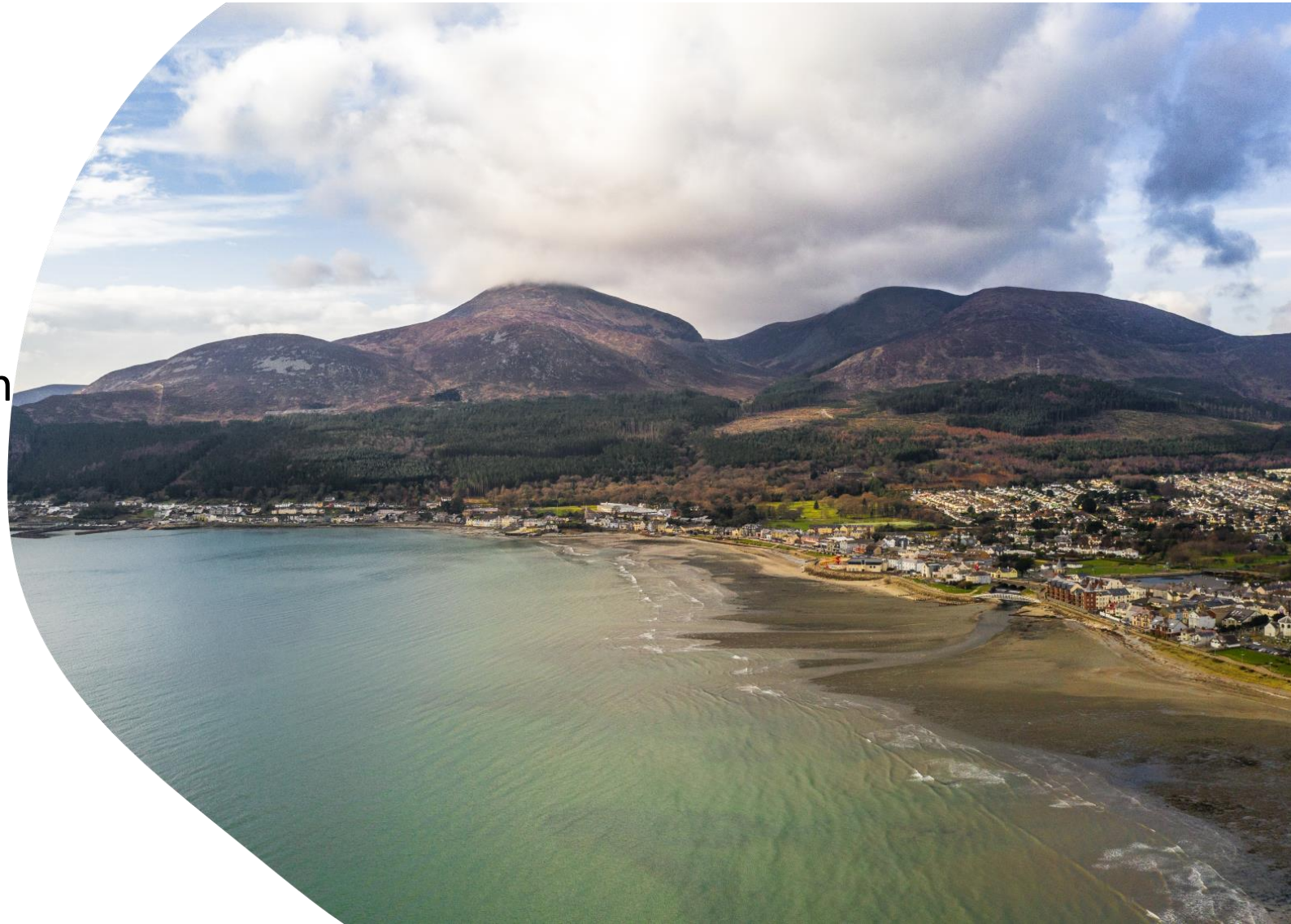
**Newry, Mourne
and Down**

District Council



Engagement Activities

- Accommodation Webinar
- Make it local
- Unlocking Opportunities through Retail Magic and Brand Alignment (*25th June 2024, The Burrendale Hotel*)
- Restaurant weekend
- Community engagement





Animation

- Family Activities
- Pop up food village
- Whitewash street art event
- Immersive exhibition
- Art Golf





Marketing opportunities

- Play & Stay Packages
- Off course Experiences
- Industry opportunities
- Golf Campaign





Social Media

Newry, Mourne & Down District Council



@nmdcouncil



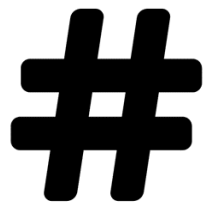
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Social Media Destination



@visitmourne



**#VisitMourne #MourneMountains
#RingofGullion #StrangfordLough
#MourneGullionStrangfordGeopark**