

Amgen Irish Open 2024 Accommodation Information Webinar

22 May 2024



TOURISM
NORTHERN
IRELAND

Welcome

Siobhan McGuigan,
Head of Events
Tourism NI





Running order

- **Welcome**
- **Accommodation Certification**
Claire McNaughton, TNI Accommodation Certification Manager
- **Fire Safety**
Peter Cassidy, NI Fire & Rescue Service
- **The Industry Welcome**
Carolyn Boyd, TNI Industry Development Manager
- **Marketing and promotion**
Siobhan McGuigan, TNI Head of Events
- **Q&A**

CONFIRMED FOR THE PRO-AM

11 SEPTEMBER 2024



PATRICK
KIELTY

JAMES
NESBITT

JOHNNY
SEXTON

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





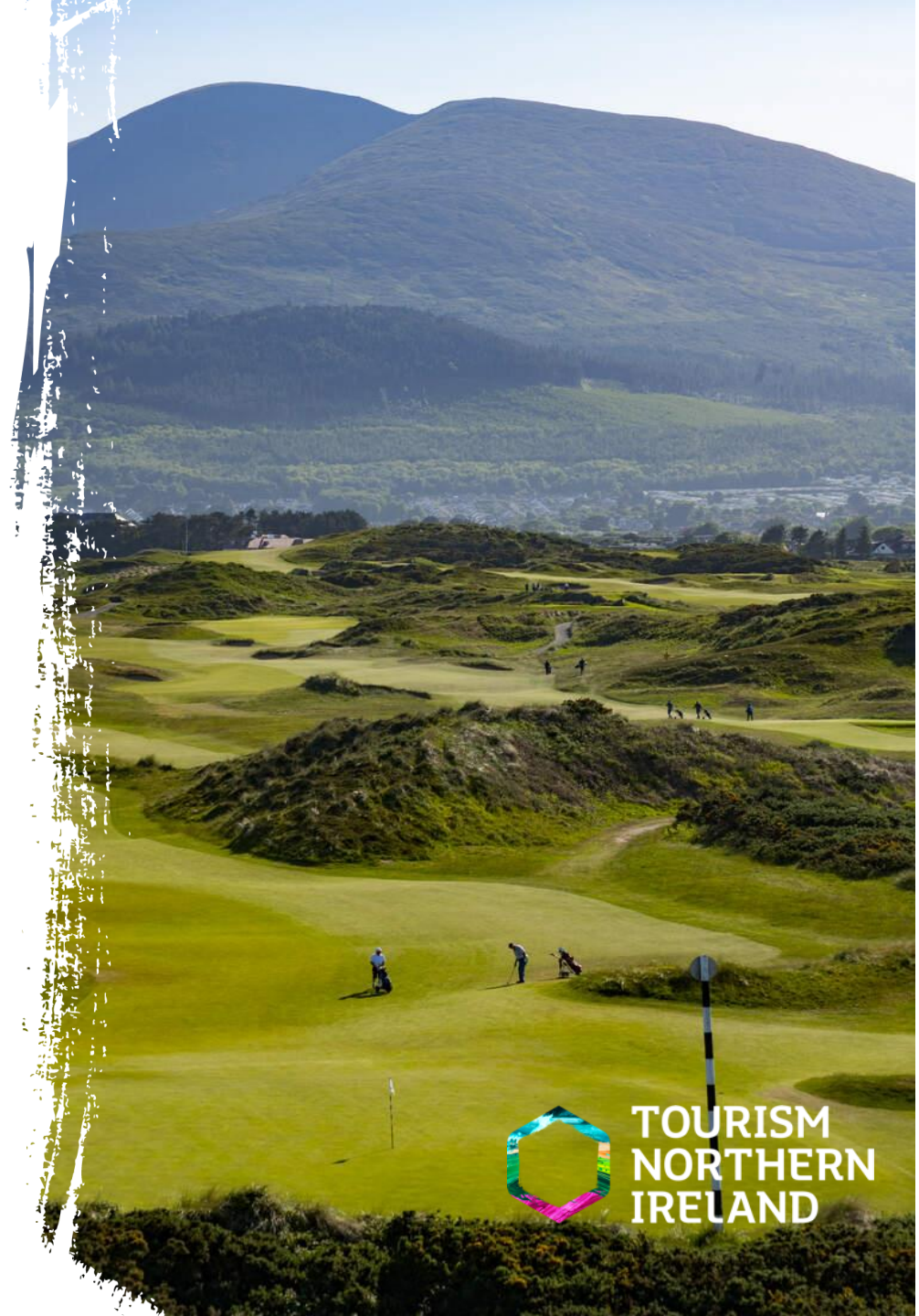
- World-class golf, world-class course and a giant Northern Ireland welcome and atmosphere
- Soak up the buzz and festival atmosphere in Newcastle and Co Down during the tournament
- Enjoy the off-course festivities including local food, drink, music and activities
- *Eats and Beats* 7-8 September

Golf Tourism



TOURISM
NORTHERN
IRELAND

- Golf tourism has increased significantly thanks to the quality of our golf courses, the success of our local golfers, and to the global attention delivered by staging big events such as the Irish Open here.
- Attracts high spending visitors.
- For every £1 spent on green fees in Northern Ireland, a further £4 is spent elsewhere in the local economy. When compared to the average visitor spend, this represents a very rewarding market for Northern Ireland.
- Northern Ireland has a strong golf product boasting over 90 unique golf courses with Royal County Down and Royal Portrush regularly featuring in the Top 20 World Rankings.



A scenic photograph of a golf course at sunrise. The sun is low on the horizon, creating a warm, golden glow. In the foreground, a grassy ridge or bunker edge is silhouetted against the bright sky. Several people and golf carts are visible on the ridge, their forms dark against the light. In the background, rolling hills and mountains are visible under a clear, light blue sky. The overall mood is peaceful and serene.

Thank you

Siobhan McGuigan
Head of Events
Tourism NI

