

Dubai Duty Free Irish Open returns to NI in 2017

Tourism NI urges Irish fans to book NOW to avoid disappointment!



The 2017 Dubai Duty Free Irish Open, hosted by the Rory Foundation, will return to Northern Ireland this summer for the third time in six years. Tourism Northern Ireland today launched a dedicated golf campaign urging Irish golf fans to book early to this prestigious tournament from 6 - 9th July at the Portstewart Golf Club.

Although the first time the tournament will be held in Portstewart, The Dubai Duty Free Irish Open is no stranger to Northern Ireland. In a land 'Made for Golf' Portstewart will join the ranks of our elite clubs Royal Portrush (2012) and Royal County Down (2015) to host the tournament in recent years.

Situated on the stunning Causeway Coastal Route, this stretch of coastline punches well above its weight and has been voted one of the world's top 10 car journeys.

Panoramic views across the Atlantic Ocean, dramatic castles, scenic glens and quaint fishing villages will await around every corner. Throw in world famous visitor attractions such as the Giant's Causeway and Carrick-a-rede rope bridge, not to mention it being Game of Thrones® territory, makes the area a perfect place for a short break to enhance your Irish Open experience.

Defending champion Rory McIlroy returns home to take on a host of other world class golfers such as Olympic and US Open Champion Justin Rose who will make his first appearance at the tournament in seven years and they join firm favourites and past winners Pdraig Harrington and Shane Lowry as well as NI's Darren Clarke and Graeme McDowell.

Organisers are keen that more Irish golf fans get a chance to enjoy another momentous event, which takes place from 6-9 July, with prices starting from only £20 for the Pro-AM and £40 for a week-day ticket while U16s go FREE!

Tourism NI's Market Manager (ROI) Fiona Cunningham is looking forward to welcoming visitors from the Republic of Ireland to the Causeway Coast this summer.

"Through its players and its magnificent golf courses, Northern Ireland can rightly claim that it's the home of golf and we are thrilled at the prospect of Portstewart Golf Club hosting the 2017 Dubai Duty Free Irish Open," said Fiona.

"We are expecting another historic event with almost 25% of tickets sold from ROI to date. There is still accommodation available in the area within the B&B and self-catering sector but hotels within a 5-mile radius are booking up fast. Don't forget Belfast and Derry are also great stopover options. Our website discovernorthernireland.com has all the latest information to help plan your trip".

Set on Northern Ireland's stunning Causeway Coast, Portstewart features three 18-hole layouts, with the Des Giffin-designed Strand Course, considered the jewel in the crown. Enhanced in 1986 on natural links land known as 'Thistly Hollow', the Strand Course has hosted numerous amateur tournaments including the 2014 Amateur Championship.

Simon Alliss, the European Tour's Championship Director for the Dubai Duty Free Irish Open said:

"It's very exciting to be bringing the Dubai Duty Free Irish Open Hosted by the Rory Foundation back to Northern Ireland, home of two previous sell-out events at Royal Portrush in 2012 and Royal County Down in 2015. Ticket sales are doing very well and we are expecting to sell-out the event at Portstewart come July.

"The Dubai Duty Free Irish Open is without doubt one of the highlights of the European Tour season but this year is set to be the biggest in the tournament's illustrious history. As part of the Rolex Series, with an increased prize fund of US\$7 million, fans can expect to see Rory McIlroy defend his Irish Open title for the first time against some of the world's best golfers in what promises to be a real festival of golf.

"We've invested heavily in improving the overall fan experience this year, including the introduction of a music stage, with top acts lined up to perform, and further enhancements in the tented village area with interactive golf activities for all the family. We want to give fans of all ages a golf day out on a whole new scale and put a smile on everyone's face.

"It's an event not to be missed and it's going to be one of the biggest in the 2017 Irish sporting calendar."

One hundred thousand spectators are expected for the Dubai Duty Free Irish Open at Portstewart Golf Club from the 6-9th July along with an audience of over 450 million watching the action on TV across the world, once again putting Northern Ireland on a global stage.

To view the Tourism Northern Ireland advert, click [here](#).

For more information on the Irish Open 2017 including accommodation offers, golf in Northern Ireland and ticket information, visit www.discovernorthernireland.com/golf or log on to www.dubaidutyfreeirishopen.com. Join us on Twitter using #DDFIrishOpen

Caption:

Elise Cunningham (9) & Daisy Byrne (4) at the launch of Tourism Northern Ireland's 2017 Dubai Duty Free Irish Open, hosted by the Rory Foundation. The prestigious tournament will return to Northern Ireland this summer for the third time in six years and takes place in Portstewart on the stunning causeway Coastal Route from 6-9th July. Tourism NI also launched a dedicated golf campaign urging Irish fans to book their tickets and plan their short break by visiting discovernorthernireland.com