

# 2027 RYDER CUP UPDATE

17 DECEMBER 2024







# INTRODUCTION



**Alan Evans**

*Director of Hospitality & Guest  
Experience*



**Tracy Deane**

*Senior Event & Project  
Manager - Ireland*



**Catherine McAlpin**

*Ryder Cup  
Travel Services*

# WHO ARE RCTS

- Official Travel & Accommodation package provider
- Official provider since the 1997 Ryder Cup
- Manage Tour Operator allocations & relationships
- Coordinate overall accommodation inventory for the below groups:
  - Media accommodation
  - Broadcasting accommodation
  - Commercial Family accommodation
  - Hospitality client's accommodation



# WHO DO RCTS WORK ON BEHALF OF?

WORLDWIDE  
PARTNERS,  
SPONSORS &  
VIP's



HOSPITALITY  
SUITE GUESTS

Hospitality suites on  
sale in Q1 2025

2023 Ryder Cup  
hosted 57k  
Hospitality guests

TRAVEL & TOUR  
OPERATORS



Golf Tour Operators  
who are appointed in  
Q1 2025

MEDIA,  
BROADCASTING  
&  
CONTRACTORS





# ACCOMMODATION UPDATE

ACCOMMODATION 2024  
UPDATE



- Accommodation briefings in June 2024 for southwest region
- Site visits began with RCTS
- Contracting began in July 2024 and is ongoing
- Contractors, sponsors & other groups presented accommodation options
- Media & broadcasting proposals in preparation





# ACCOMMODATION UPDATE

## ACCOMMODATION 2025 NEXT STEPS



- Site visit from RCTS in January 2025
- Site visits from sponsors, media, broadcasting & other groups in January 2025
- **Deadline 31<sup>st</sup> January**
- Review of accommodation contracted
- Hospitality guest packages on sale Q1 2025
- Tour Operator program to be launched in Q1 2025



# TIMELINE



**THE 2027  
RYDER CUP  
LEGACY  
FOR IRELAND**





MOST GLOBALLY BROADCAST RYDER CUP

**201 COUNTRIES**

**THE MOST WATCHED  
RYDER CUP ON  
sky sports  
ON RECORD**

**3.7M**

VIEWERS ON SKY SPORTS UK

**32,000** ROOM NIGHTS  
USED IN ROME

**300 DAY** BUILD FOR  
RCE STAFF

**57K HOSPITALITY GUESTS**

**BIGGEST  
ATTENDANCE  
ON RECORD**



**271K** FROM MORE  
COUNTRIES THAN  
EVER BEFORE

**9%**

**INCREASE  
IN ATTENDANCE  
VS 2018**

**1,500**

VOLUNTEERS





# 2023 RYDER CUP –

The 2023 Ryder Cup in Rome generated a record...

**€262M** in additional economic activity

**+11%** increase in economic activity vs Paris 2018

**€34M** spent on spectator accommodation

**€72M** on other spectator expenditure

**2/3** of spectators expressed a desire to return to Italy in the next year



# T

318,000

Number of commercial bed-nights in paid spectator Accommodation in Rome during the Ryder Cup week

8,500

The approximate number of workers on site at any one time in Rome

1,700

Number of guest per day on sponsor programs

1,500

Number of volunteers from all over the world

Around 19% of event-specific visitors to Rome decided to extend their visit prior to or following the event



# IRELAND'S OPPORTUNITY

- ✿ Promote Ireland as a major sporting event destination
- ✿ Showcase Ireland's golf tourism
- ✿ Benefit from the long-term economic impact and not just the 3-day event
- ✿ Long term benefit to Sport and golf tourism
- ✿ Centenary – Take advantage of Ireland being the Centenary host











18  
18

16

16

18







# UPCOMING SITE VISITS



Ryder Cup Travel Services will be in Ireland from the 13<sup>th</sup> to the 17<sup>th</sup> of January 2025

Please reach out if you would like to schedule a meeting

Tracy Deane – Ryder Cup Europe  
[tdeane@europeantourgroup.com](mailto:tdeane@europeantourgroup.com)

Catherine McAlpin – RCTS  
[Catherine.McAlpin@byrom.plc.uk](mailto:Catherine.McAlpin@byrom.plc.uk)

