



THE JEWEL OF IRISH GOLF



Dubai Duty Free
IRISH OPEN

Hosted by
Paul McGinley

SECTION 1

The Club



History



- **Founded 1892**
- **Heritage & Tradition of Golf**
- **Fully inclusive**
- **Family Ethos**



The South



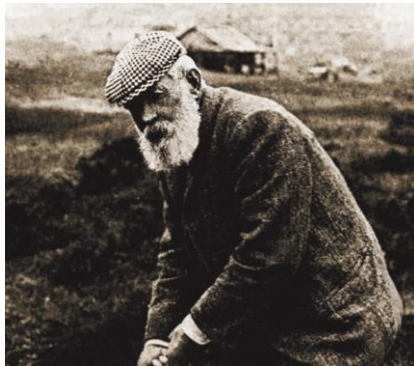
Host to Ireland's Oldest Amateur Golf Championship 'The South'



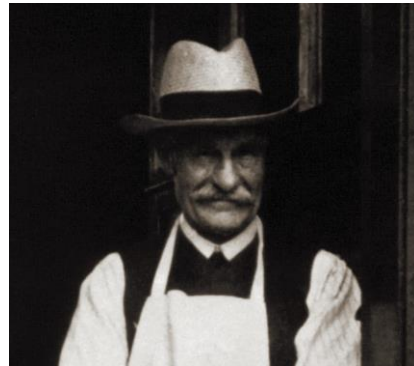
The Course



Evolution



1892
Old Tom Morris



1907
Charles 'Mo' Gibson



1926
Alister MacKenzie



2000
Martin Hawtree

Membership & Visitor Numbers



No.1 MOST POPULAR INTERNATIONAL
GOLFING VISITOR DESTINATION IN IRELAND

1597

FULL MEMBERS

508

YOUNG
MEMBERS

435

INTERNATIONAL
MEMBERS

14,500

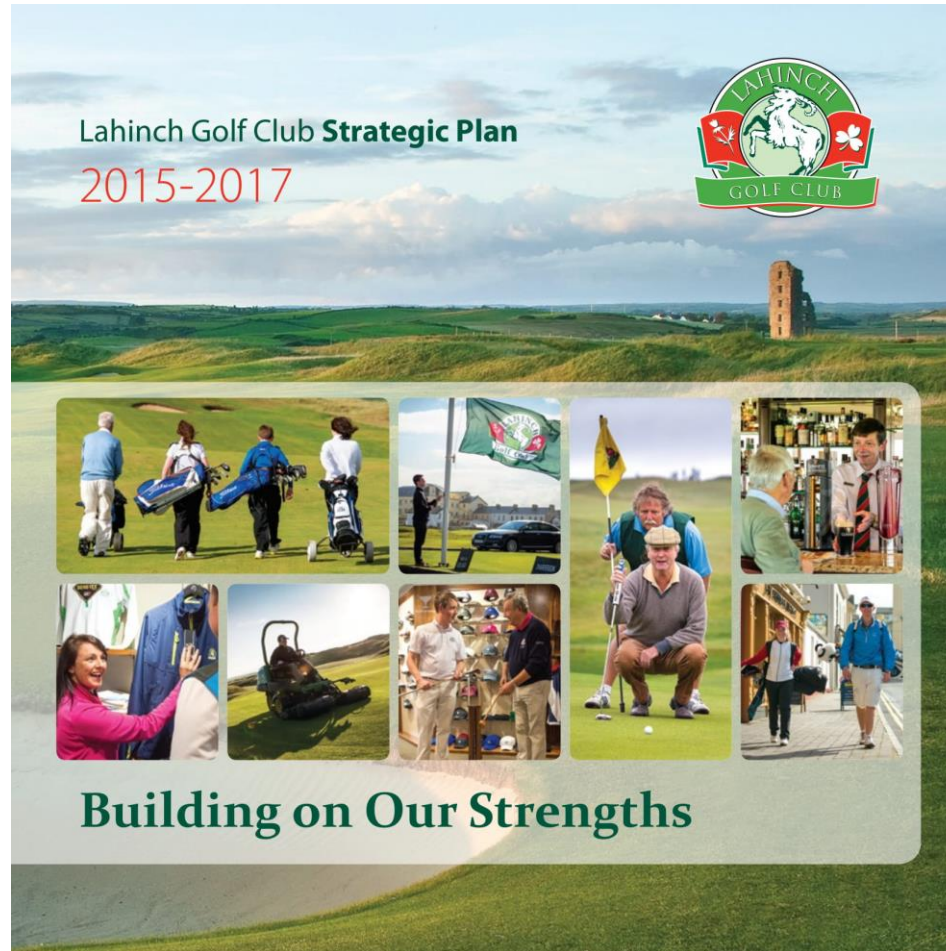
GREEN FEE ROUNDS
(FULL CAPACITY)

€2.4M

GREEN FEE (2018)



Strategic Planning



Investment



**Major ongoing investment
in course and facilities**

€7.2M

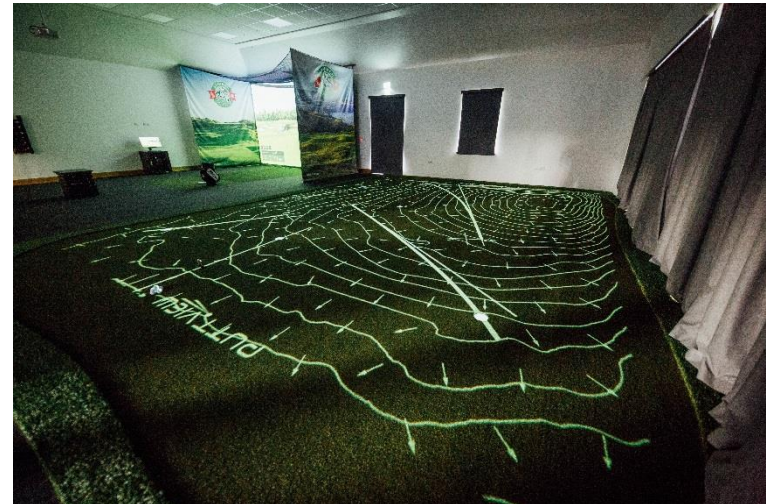
OVER PAST 6 YEARS

- No. 2 REPUBLIC OF IRELAND
- No. 4 ISLAND OF IRELAND
- TOP 50 WORLD RANKING



SECTION 1

Short Game Academy



SECTION 2

The Village





SECTION 2

The Village



SECTION 2

The Club & Village



SECTION 2

'The best one street town in the world' - Ken Venturi



It has been described as
'The St Andrews of Ireland'

**People come for the golf but
come back for the Experience.**

It is a unique destination with an
ability to transmit its own brand of
magic to all who visit.



SECTION 2

Small bit busier!



The Decision



- ✓ Paul McGinley – 1991 ‘South Champion’
 - ✓ Only Top 5 Links Club NOT to host the Irish Open
 - ✓ Open Championship returning to RPGC after 68 years
 - ✓ Ireland will be the centre of the golfing world in July
 - ✓ Social Responsibility towards the Region & County
 - ✓ 100% support from Local Authority & Agencies
 - ✓ Members had the ‘final say’ at AGM
-

Lahinch Golf Club's Role



- **Coordinate Multi-Agency Approach** (Event Licence)
- **Engage with local business community**
- **Look after the Members!** (Tickets; An Evening with Peter Alliss)
- **Volunteer Programme**
- **Liaise with European Tour & their partners**
- **Deliver what Paul McGinley promised....**

“ Festival Atmosphere ”

The Field



- 19 of the World's Top 50
- 8 Major Winners
- Multiple European Tour and PGA Tour Winners
- 6 out of Top 9 at The Open Championship played Lahinch



SECTION 6

The Media – National & Local Media



THE IRISH TIMES

 **Irish Examiner**

Irish Independent 



The Clare  Champion

The Clare People

SECTION 6

The Media – Social Media



1. TOURNAMENT IN NUMBERS

\$7M

Prize fund

808k

YouTube views (+5% on 2018)

86,793

spectators

9.6M

website page
views

(+28% on 2017)

2.1M

sessions on European Tour App
(+50% on 2017)

**OVER 40.1M SOCIAL MEDIA
IMPRESSIONS**

across all of our social platforms over the week

99.6%

of respondents rated the event as good or very good

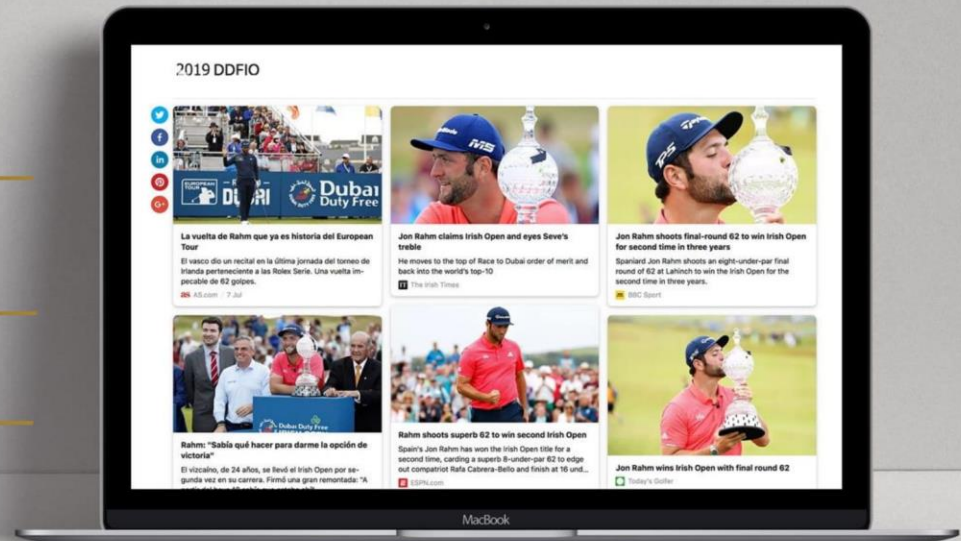
30 BROADCASTERS

345.9M

Potential combined household reach

2668

Broadcast hours



The Media – Social Media



4. MEDIA

SOCIAL MEDIA OVERVIEW

The 2019 Dubai Duty Free Irish Open tournament week saw over 40.1m social media impressions, as well as over 808k views on YouTube:



10.8m impressions (+2% vs. 2018))



16.1m impressions (+118% vs. 2018)



13.2m impressions



808k views (+5% vs. 2018))



Clare County Council



- **100% supportive from Day One**
- **Co-ordinated key issues such as Traffic Management Plan**
- **Investment in local infrastructure including:**
roads; public car parks; footpaths; promenade; public toilets
- **Painting Grant Scheme**
- **Showcased local food & drinks producers and artists**



Local Business Community



- Public Meetings held in December & February
- Open Day held at Lahinch Coast Hotel in April
- Informal 'Pricing Charter' with Hoteliers & Retailers
- Development of website www.lahinch.ie
- Dubai Duty Free '*Best Dressed Window Competition*'
- Road Closures
- Tournament re-entry critical factor
- Shuttle Bus services to link neighbouring towns & villages

BOX OFFICE



SOLD OUT!











Lahinch Family Fest 2019

LIVE MUSIC ON THE PROM

FRIDAY 5TH JULY

7.00pm - 8.30pm

DUBHLINN is a high octane music trio of Blackie O'Connell on uilleann pipes, Cyril O'Donoghue on bouzouki and vocals, and Eoghan Neff on fiddle. Traditional Irish music at its best.

8.45pm - 10.00pm

FLASH HARRY is a tribute band to Queen. The show embraces live music in its purest form and displays energy, passion and pure showmanship of one of the most talented performers of all time, Freddie Mercury.

SATURDAY 6TH JULY

6.00pm - 7.30pm

THE SENSATIONAL '70'S will bring you back in time to when icons were born. The 70's didn't do things by halves; relive the magic in Lahinch with the decade's key tracks.

7.45pm - 9.15pm

THE PAPA ZITAS are Ireland's definitive Motown Big Band experience. Their 10 piece outfit delivers incredible performances. Headed by three amazing vocalists and joined by an exuberant brass section and thundering rhythm section, this homage to 60's music is to dance for!

**FIREWORKS
DISPLAY @ 10.30PM**

SUNDAY 7TH JULY

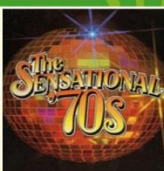
6.00pm - 7.30pm

Multi award winning **SOCKS IN THE FRYING PAN** comprises Aodán Coyne on guitar and vocals, Shane Hayes on accordion and Fiachra Hayes on fiddle & banjo. Socks' youthful blend of Irish traditional melodies and unique performance style is not to be missed.

7.45pm - 9.15pm

THE PEARLY WHITES are Ireland's most professional, experienced and entertaining pop/swing showband.

The band pride themselves on delivering a high energy performance while also adding that extra touch of class to any entertainment event.



Main Street Entertainment, 4pm - 8pm, 5th - 7th July

- cartoon animation
- puppet show
- balloon modelling
- juggling
- magic show
- face painters etc

A weekend not to be missed and **FREE** to all.













DDFIO 2019 Champion



McGinley Foundation Legacy





Thank You

For more information, visit

www.lahinchgolf.com