

HOSTING THE RYDER CUP



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01

WHAT IS THE RYDER CUP?



**CLICK HERE TO
WATCH VIDEO**

EUROPE

2023

USA

2023

**SHOW YOUR COLORS
#TEAMEUROPE**



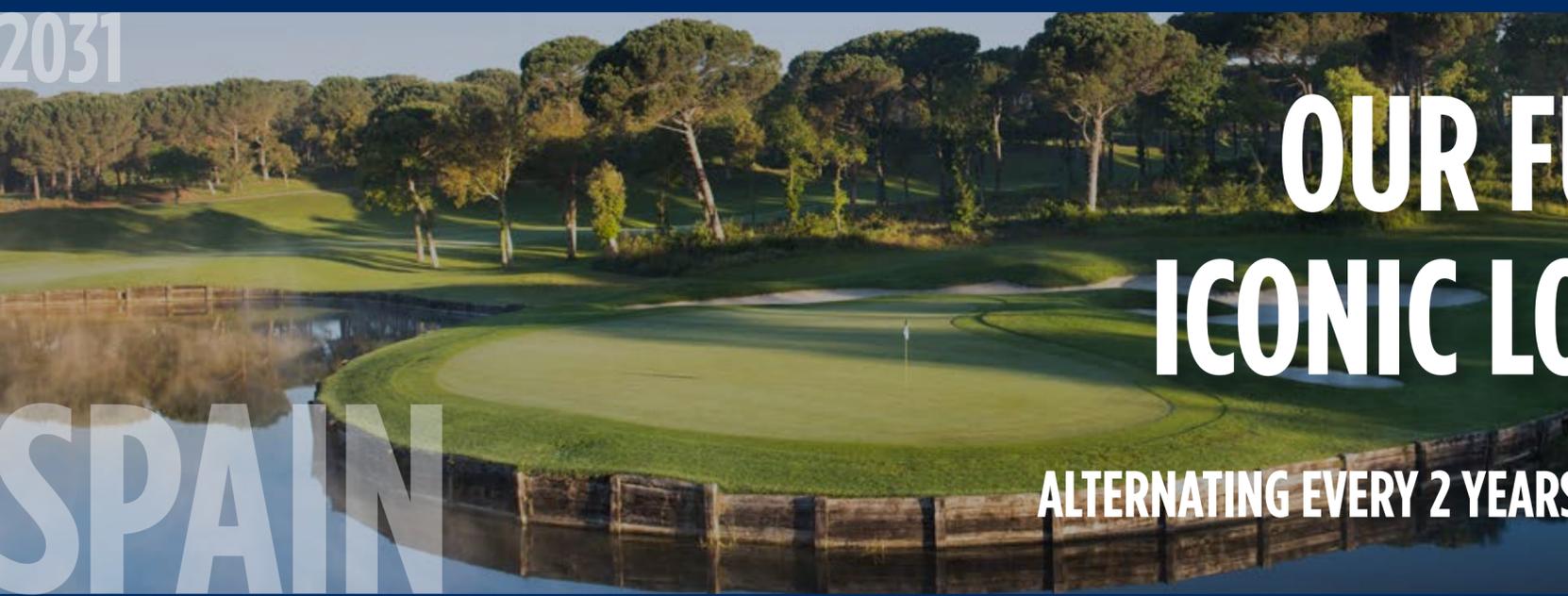
A photograph of two male golfers shaking hands on a green during the Ryder Cup. The golfer on the left is wearing a white polo shirt with red and blue horizontal stripes and dark blue trousers. The golfer on the right is wearing a white polo shirt with yellow and blue horizontal stripes and dark blue trousers. They are both holding golf clubs. In the background, a crowd of spectators is visible, some wearing red and white striped shirts. The scene is set on a lush green golf course under bright sunlight.

THE RYDER CUP IS RECOGNISED AS ONE OF THE MOST PRESTIGIOUS SPORTING CONTESTS IN THE WORLD

**USA VS EUROPE.
12 VS 12.**

**THREE DAYS.
28 MATCHES.
FOURSOMES. FOURBALLS. SINGLES.**

**PASSIONATE CROWDS.
UNRIVALLED COMPETITION.**



**OUR FUTURE
ICONIC LOCATIONS**

ALTERNATING EVERY 2 YEARS BETWEEN EUROPE AND USA



A CENTURY OF SPORTSMANSHIP, INNOVATION AND RIVALRY





140

Countries' citizens applied for tickets



201

Countries Reached



750K

Ticketing Requests



271K

Ryder Cup Attendees

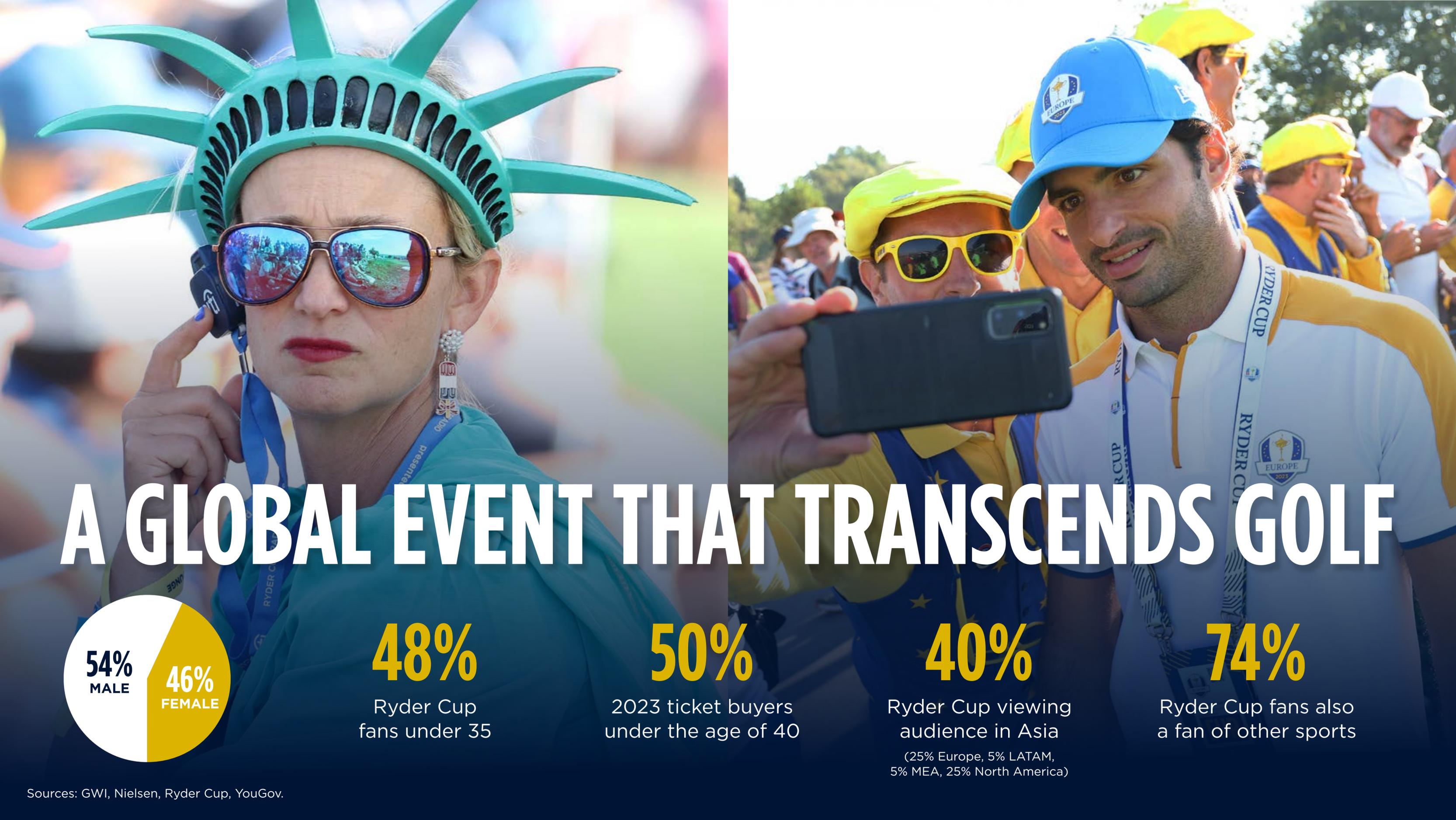


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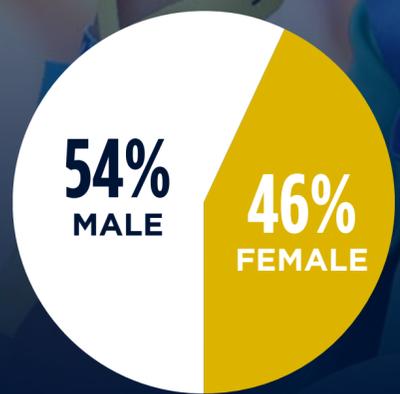
Social Media impressions



CAPTIVATING AUDIENCES GLOBALLY



A GLOBAL EVENT THAT TRANSCENDS GOLF



48%
Ryder Cup fans under 35

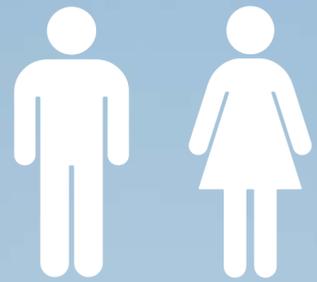
50%
2023 ticket buyers under the age of 40

40%
Ryder Cup viewing audience in Asia
(25% Europe, 5% LATAM, 5% MEA, 25% North America)

74%
Ryder Cup fans also a fan of other sports

Sources: GWI, Nielsen, Ryder Cup, YouGov.

2023 TICKET BUYER DEMOGRAPHICS



77% MALE
23% FEMALE

TOP 5 NATIONALITIES



23%



23%



11%



5%



3%



29%
18-34

40%
35-54

28%
55+



AN EVENT WEEK LIKE NO OTHER



MONDAY



TUESDAY



WEDNESDAY



THURSDAY



FRIDAY



SATURDAY



SUNDAY

- Teams Arrival

- Team Practice
- Partners Welcome Reception
- Open from Tuesday

- On-site Activation
- All-Star Match
- Gala Dinner

- Hospitality & Client Entertainment
- Junior Ryder Cup
- Opening Ceremony

- Hospitality & Client Entertainment
- Day 1 Foursomes; Fourball

- Ryder Cup Partner Networking & Introductions
- On-site Activation
- Hospitality & Client Entertainment
- Day 2 Foursomes; Fourball

- On-site Activation
- Hospitality & Client Entertainment
- Day 3 Singles Matches
- Prize Presentation
- Closing Party



2027
Adare Manor
COUNTY LIMERICK, IRELAND



2031
Camiral
COSTA BRAVA, BARCELONA,
CATALONIA, SPAIN



RYDER CUP EUROPE / PGA AMERICA CO-OWN RYDER CUP

2035
Location still undetermined

MULTI-STAKEHOLDER APPROACH

“Managing Partner” for commercial rights and all hosting matters, including delivery Contract with governments, tourism boards, venues, federations and other bodies

2027



2031



ROAD TO THE RYDER CUP

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

2026

hotelplanner TOUR 2x regular events per season April / May

ESTRELLA DAMM CATALUNYA CHAMPIONSHIP

LEGENDS TOUR

OPEN ESPAÑA MADRID

2027

hotelplanner TOUR 2x regular events per season April / May

ESTRELLA DAMM CATALUNYA CHAMPIONSHIP

LEGENDS TOUR

OPEN ESPAÑA MADRID

2028

hotelplanner TOUR 2x regular events per season April / May

ESTRELLA DAMM CATALUNYA CHAMPIONSHIP

LEGENDS TOUR

OPEN ESPAÑA MADRID

2029

hotelplanner TOUR 2x regular events per season April / May

ESTRELLA DAMM CATALUNYA CHAMPIONSHIP

LEGENDS TOUR

OPEN ESPAÑA MADRID

2030

hotelplanner TOUR 2x regular events per season April / May

ESTRELLA DAMM CATALUNYA CHAMPIONSHIP

LEGENDS TOUR

OPEN ESPAÑA MADRID

2031

hotelplanner TOUR 2x regular events per season April / May

ESTRELLA DAMM CATALUNYA CHAMPIONSHIP

LEGENDS TOUR

RYDER CUP 2031

Illustrative and subject to change

RYDER CUP OBJECTIVES



**DELIVER THE BEST
GLOBAL EVENT IN GOLF**



**CREATE WORLD-CLASS EXPERIENCES,
ON AND OFF THE COURSE**



**MAXIMISE COMMERCIAL
OPPORTUNITIES**



**FOSTER A SUSTAINABILITY MENTALITY
TO DELIVER "NET ZERO" RYDER CUP**

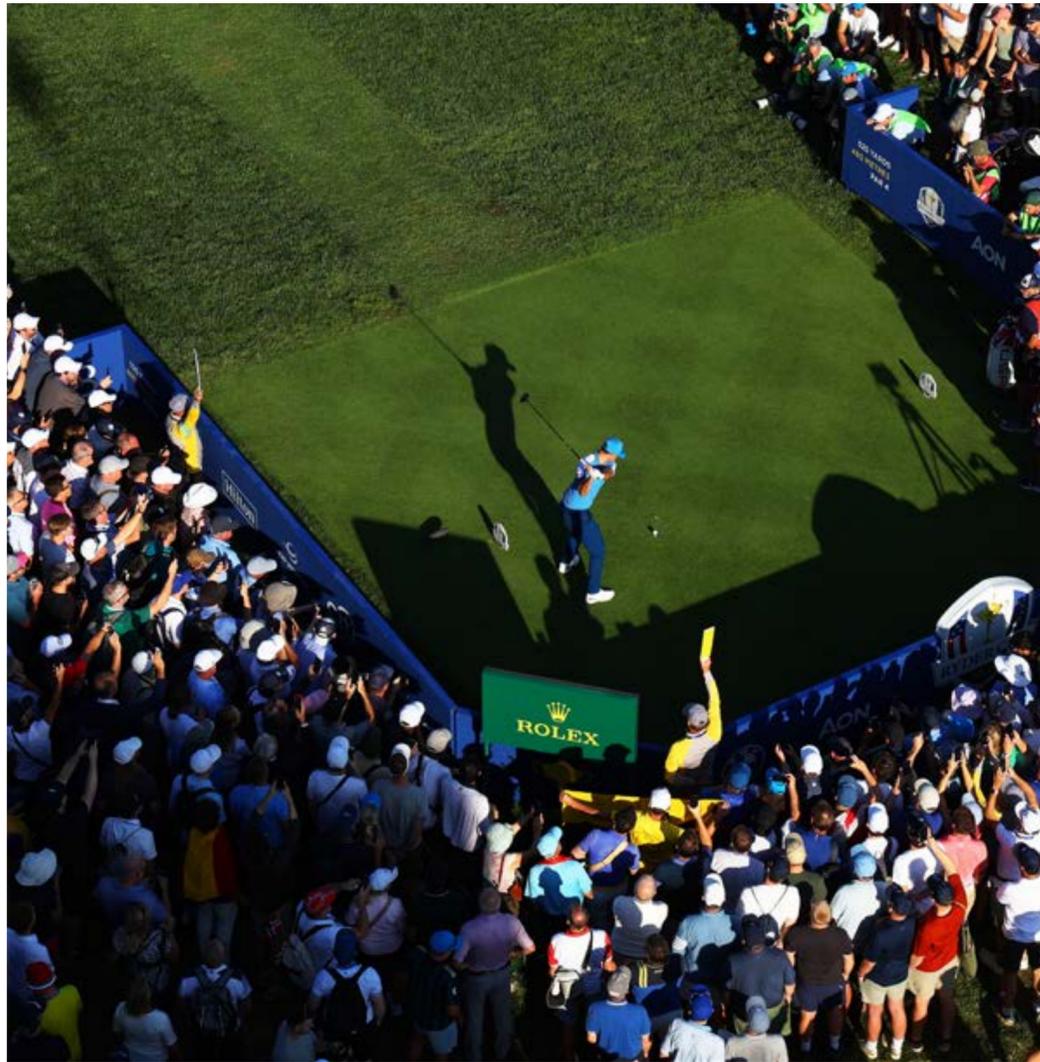


**SOCIAL IMPACT,
PURPOSE AND LEGACY**

02

**WHAT IS THE OPPORTUNITY
FOR SPAIN & CATALUNYA?**

KEY MESSAGES



ECONOMIC IMPACT



SOCIAL INITIATIVES



SUSTAINABILITY GOALS

RYDER CUP 2023 ECONOMIC IMPACT REPORT



€262M

in Rome
(2023)

+11%

vs. Paris
(2018) €236M



Covers spectators,
other attendees,
organisers and partners

GOLF TOURISM IS MORE VALUABLE THAN REGULAR TOURISM



Golf attracts

1.2M

foreign tourists
a year to Spain



€12.8B

annual revenue



Creating

121,393

jobs



Stayed for
longer:

11.9

days vs. 7.4



Average spend:

€3,850



spreads **tourism**
throughout
the year



RYDER CUP OPERATIONAL REQUIREMENTS, FAVOURING LOCAL SUPPLIERS WHERE POSSIBLE



**Air
Conditioning**



**Big
Screens**



**Barriers and
Fencing**



Bridges



Buggies



Buses



**Catering -
Public**



**Catering -
Hospitality**



CCTV



Cleaning



Flowers



Forklifts



Fridges



Furniture



Generators



Grandstands



**Helicopter
Operations**



**IT
Services**



Lighting



Landscaping



Medical



**Office
Build**



Parking



**Plastic
Walkways**



Plumbing



Printers



Radios



**Road
Signage**



Scaffolding



Security



**Site
Management**



Tentage



Toilets



**Tower
Lights**



Trackway



TVs

RYDER CUP AS KEY ELEMENT TO ACCELERATE THE IMPROVEMENT OF PUBLIC INFRASTRUCTURES



TRAINS



ROADS



AIRPORTS

RYDER CUP SOCIAL INITIATIVES



Adaptive and inclusive golf e.g. golfers with disabilities, beginner programmes for over 60s



Golf in Schools programme to grow the game from grassroots



Promotion of women's golf, with dedicated initiatives like clinics, free course access and tournaments



Infrastructure e.g. public practice courses and portable golf installations



Golf and health: awareness campaign on the physical and mental benefits of playing golf



Promoting golf's values e.g. respect, inclusion and commitment



GROWING THE GAME

The European Tour Group (ETG), as managing partner of Ryder Cup Europe (RCE) is committed to the long-term development of golf.

As a members' organisation we invest the proceeds of The Ryder Cup into growing the game, whether professionally through our DP World Tour and Hotel Planner Tour organisations, or at a grass roots level.



RYDER CUP SUSTAINABILITY

Ryder Cup Europe's commitment to sustainability extends across a wide range of stakeholders, working with golf venue owners and local communities directly, as well as dedicated entities such as GEO Foundation.



ZERO

Waste to landfill



>90%

Of fans traveled by train or bus to the event



76%

Mains fed water



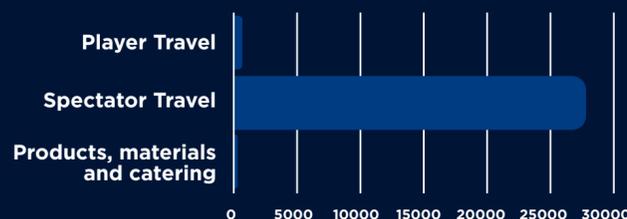
32,537

kWh of solar energy used across the build, event week and-rig

93%

As expected, a large percentage of this year's emissions fell under Advanced Emissions.

Here is a full breakdown of these emissions (tCO2e).



117

Electric vehicles used in courtesy car fleet



equoevento

Partnership with Equoevento saw surplus food donated to local community groups



30%

Approx. of hospitality catering was vegan / vegetarian



Fan engagement / education programme encouraging all spectators to offset their travel emissions

IMPACT OF HOSTING MAJOR SPORTING EVENTS

Social Outcomes	Environmental Outcomes	Economic Outcomes	Sporting Outcomes
Improved physical wellbeing	Improved facilities and infrastructure for active travel	Creation of employment opportunities	Broadening sporting opportunities (e.g. women's & girls access, disability and inclusive sport)
Improved mental wellbeing, social cohesion and civic pride	Increased biodiversity and green spaces	Increased levels of tourism	Improved facilities and infrastructure for participation
Development of interpersonal and life skills	Tackle environmental issues in staging events (e.g. river clean ups)	Increased profile of host city/cities	Diversifying sport fan & playing base
Closer links between sport and wider culture (e.g. dance, music, arts)	Raised awareness of environmental sustainability issues to spectators (and highlight role they can play) and champion best practice	Increased demand for local businesses	Increased sport participation

SYNERGIES WITH OTHER TOURISM OFFERINGS



GASTRONOMY



NATURE



CULTURE



CYCLING



**CONFERENCES /
EXHIBITIONS**

03

**HOW DO WE BEST WORK
TOGETHER TO MEET YOUR GOALS?**



HOW DO WE BEST WORK TOGETHER TO MEET YOUR GOALS?



QUARTERLY MEETING

CLEAR OBJECTIVES

MULTI-STAKEHOLDER APPROACH

