



# The 152<sup>nd</sup> Open, Royal Troon Get Your Business Ready





# Get Ready, The 152<sup>nd</sup> Open is Coming to Troon

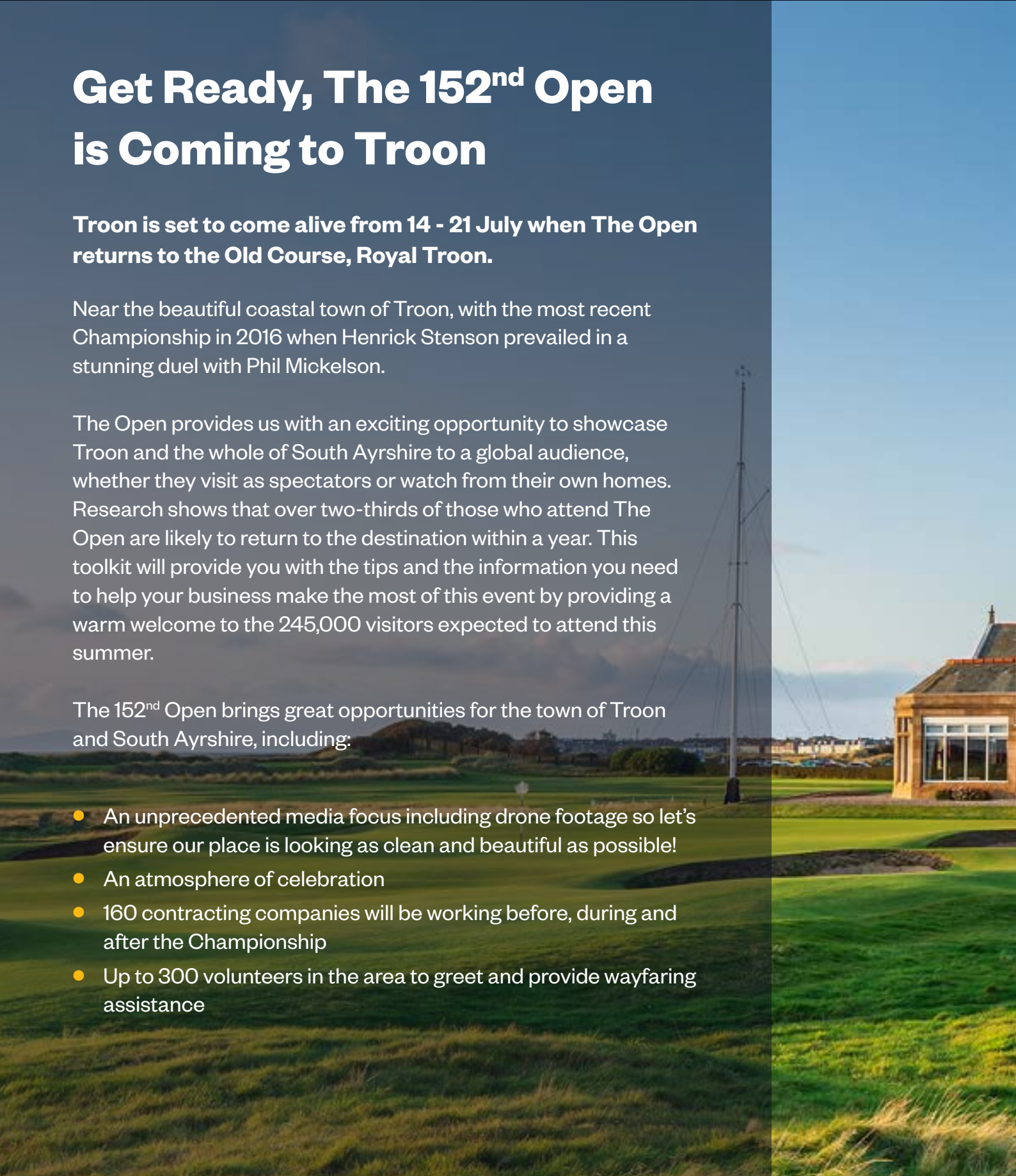
**Troon is set to come alive from 14 - 21 July when The Open returns to the Old Course, Royal Troon.**

Near the beautiful coastal town of Troon, with the most recent Championship in 2016 when Henrick Stenson prevailed in a stunning duel with Phil Mickelson.

The Open provides us with an exciting opportunity to showcase Troon and the whole of South Ayrshire to a global audience, whether they visit as spectators or watch from their own homes. Research shows that over two-thirds of those who attend The Open are likely to return to the destination within a year. This toolkit will provide you with the tips and the information you need to help your business make the most of this event by providing a warm welcome to the 245,000 visitors expected to attend this summer.

The 152<sup>nd</sup> Open brings great opportunities for the town of Troon and South Ayrshire, including:

- An unprecedented media focus including drone footage so let's ensure our place is looking as clean and beautiful as possible!
- An atmosphere of celebration
- 160 contracting companies will be working before, during and after the Championship
- Up to 300 volunteers in the area to greet and provide wayfaring assistance



# 14 - 21 July 2024

This toolkit aims to provide tips and information to help your business make the most of the event and give a warm welcome to all those who attend.



[destinationsouthayrshire.co.uk/the-open-2024](https://destinationsouthayrshire.co.uk/the-open-2024)



# ABOUT THE CHAMPIONSHIP

## PRACTICE DAYS

- Sunday 14 July
- Monday 15 July
- Tuesday 16 July
- Wednesday 17 July

## CHAMPIONSHIP DAYS

- Thursday 18 July
- Friday 19 July
- Saturday 20 July
- Sunday 21 July

Hours of play are estimated to range between 6.35am and 9.25pm. You will find the tee times at **TheOpen.com** closer to the Championship.

## TRANSPORT

A comprehensive transport plan will be created to allow both spectators and residents to travel to and around the event safely and with ease.

## BY TRAIN

A large number of spectators are expected to travel by train to Royal Troon via Troon Train Station. To accommodate the extra passengers, changes will be made to the train timetables, longer and more frequent trains will be provided, and staff will be present at the station to make sure it doesn't become overcrowded. Information on traintimes will be available here: **scotrail.co.uk**



# 14 - 21 July 2024

## **PARK & RIDE**

Park & Ride sites located close to Royal Troon will be clearly signposted. Temporary parking restrictions will be introduced in the area to prevent on-street parking by visiting spectators.

For more details and to stay up to date with the latest spectator travel advice, visit **TheOpen.com**.

## **RESIDENT & BUSINESS PARKING**

A resident and business parking permit system will be put in place to protect parking spaces for those who live and work in town.

## **ACCOMMODATION**

It is thought that most accommodation will be sold out for the open. If you are looking for accommodation, visit **destinationsouthayrshire.com** or **stayattheopen.com**

If you are interested in letting your property during the Championship, please note that you will be required to get a short-term licence. For details of the application process, please visit **destinationsouthayrshire.co.uk/south-ayrshire-short-term-let-temporary-licences**.



**destinationsouthayrshire.co.uk/the-open-2024**



## TIP 1 - BE IN THE KNOW!

### Stay up-to-date with the Championship

Visit [TheOpen.com](https://TheOpen.com) for up-to-date spectator advice, guidance and travel updates.

Join The One Club to get even closer to The Open and receive exclusive content. [TheOpen.com/The-One-Club](https://TheOpen.com/The-One-Club)

Download The Open mobile app for live video and radio broadcasts.

Visit [destinationsouthayrshire.co.uk/the-open-2024](https://destinationsouthayrshire.co.uk/the-open-2024) for more information, including information on community engagement sessions and waste collection.

### TELL YOUR STAFF!

Pass it on: Circulate this document and other information around your team or print a copy and put it on your staff noticeboard.

Team meetings: It's not just about you being in-the-know - make sure the rest of your team are aware by putting The Open on the agenda at your team meetings.

Team Open Champion: One person can take responsibility for being an Open Champion so other staff members know who to go to for information.

**Plan what you want your staff to tell your customers and have a list of the key points which might be:**

- How far away Royal Troon is from your business
- What your opening days/ times will be during The Open
- Where visitors can find more information



14 - 21 July 2024



[destinationsouthayrshire.co.uk/the-open-2024](https://destinationsouthayrshire.co.uk/the-open-2024)





## TIP 2 - BE OPEN-READY FOR BUSINESS

Here are some additional tips on how you can plan your sales and logistics:

- Make sure you know the tee times and take advantage by opening earlier to catch the early risers heading to the course.
- Plan to stay open later. The Open provides a fantastic opportunity to attract extra custom and increase sales as visitors head into Troon, Prestwick and Ayr when the day's play ends. Consider extending your service hours (see Tip 3: Get Licensed).
- Work with other local businesses and let customers know where they can find food, drink and other services nearby.
- Consider whether you will need extra staff to work during the Championship and, if so, how will you manage it.
- Work out if you will need to increase orders and deliveries to cater for greater numbers.
- Think about changing your delivery times to avoid the extra traffic in the area.
- If you're going to offer a special 'package', have you worked out all the details of what you want to offer? Will there be a minimum spend or booking period?
- Don't overcharge! Visitors may not return or recommend your business or the area if they feel they have not received value for money... and you may receive a negative review!

### SUPPORT AVAILABLE

Make sure you are registered for a Free Listing on [destinationsouthayrshire.co.uk](https://www.destinationsouthayrshire.co.uk)

Think about registering to accept the South Ayrshire Gift Card.

This provides an opportunity for people to gift and spend within registered businesses in South Ayrshire .

[townandcitygiftcards.com](https://www.townandcitygiftcards.com)

There are almost 200+ South Ayrshire businesses registered to accept the card.

Display your South Ayrshire Gift Card window decal after you've registered to promote that you accept the gift card.





## TIP 3 - GET LICENCED

If you have any plans over the week of The Open, make sure you are covered by the appropriate licences, either by an existing licence or applying for a new licence.

Some licenses you may require include:

- Occasional License (for sale of alcohol)
- Public Entertainment License (for providing entertainment, such as live music or dancing)
- Street Trader Licence (for sale of any goods or providing a service in a public place)
- Short-Term Let Licence (if you are planning to let out your property)

Please note any licensing applications should be submitted in plenty of time prior to the event and the minimum notice period required is 28 days for most licence types.

For a full list of licenses, please visit [south-ayrshire.gov.uk/licensing](https://www.south-ayrshire.gov.uk/licensing). For any further advice and guidance on general licensing, please contact [licensing@south-ayrshire.gov.uk](mailto:licensing@south-ayrshire.gov.uk) and for advice on short-term let licensing please contact [shorttermlets@south-ayrshire.gov.uk](mailto:shorttermlets@south-ayrshire.gov.uk)

## TIP 4 - REACH OUT TO GOLFERS

Ensure your business has the potential to become more golf-friendly. Provide useful information including:

- Championship information such as tee times, leaderboards etc.
- Display daily weather forecasts clearly for all guests
- Prepare a packed breakfast or lunch at unsociable hours to cater for those who are out all day
- Provide laundry facilities or a drying room for wet clothes

Factor the Championship Practice Days into your planning, as there's a whole week (and possibly more) of business opportunities. Consider working with complementary businesses to offer golf-related packages.

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## TIP 5 - OFFER A WARM WELCOME

The Open brings an international audience, and this is the chance for your business to engage with them both in person and digitally. Golf is particularly popular in the USA, UK, Ireland and a host of European countries including France, Germany, Spain and Sweden so the event is the perfect opportunity for you to take advantage of those international markets.

Some tips below to offer your warmest Scottish welcome to our international visitors:

- International guests are less likely to be familiar with the surrounding area. If you are a tourism, hospitality or leisure provider, make sure you are fully stocked with visitor guides and other literature.
- You can also direct visitors and guests to [www.destinationsouthayrshire](http://www.destinationsouthayrshire) for lots of useful information about the area
- Use your website (and social media) to give clear directions with distances in kilometres as well as miles.
- Although many international guests will speak English, some may not. Find out if any of your staff speak another language and encourage them to use it.
- Stock up on some universal chargers and plug socket adaptors for guests to borrow.
- Provide hand sanitiser and disposable face coverings to help keep your guests and staff safe.



# 14 - 21 July 2024

## TIP 6 - GO THE EXTRA MILE

This might be the first-time visitors have visited Troon, South Ayrshire or Scotland. What can you do to ensure your service goes over and above customer expectations? What can you do to make sure that they share and post positively about their experience?

- Think about what visitors will want and provide your team with the resources and information to answer customer queries. This could range from bus and train information, advice on where to eat and drink, and other local information. Encourage your staff to be your customers' problem solvers and to go the extra mile to make their visit run smoothly.
- Encourage and gather feedback throughout the Championship - listen to what your customers have to say and act on it.
- Be proactive - anticipate your guests' needs before they ask you. Consider customer service training - great customer service is achieved by investing in your staff.
- Provide additional links through your website that may be of interest to your customers, for example, provide website links to [www.destinationsouthayrshire.co.uk](http://www.destinationsouthayrshire.co.uk) [www.TheOpen.Com](http://www.TheOpen.Com) and [www.visitscotland.com](http://www.visitscotland.com)
- Allow guests to pre-order food deliveries before their arrival if using self-catering accommodation
- Give your customers a simple locally sourced gift to remind them of their visit.





## **TIP 7 - SHOUT ABOUT YOURSELF**

**There will be worldwide media attention on South Ayrshire, so use the opportunity to promote your business!**

### **YOUR WEBSITE**

- Making sure that your website is user-friendly will improve your chances of taking bookings and reaching a wider audience.
- Make it easy to find information on where to stay and what to do when attending The Open.
- Think about the audience that might be visiting your website and make sure it will answer any questions they might have. Be clear about the services you offer.
- If you are having themed packages or events around the week of The Open, make sure these are listed on your site.
- Consider adding a translate plugin to your website to make this more accessible for international visitors.
- Do you offer a shipping service? Visitors may not be able to carry products but they may wish to order them and have them shipped.

### **YOUR SOCIAL MEDIA**

Use your social media channels to highlight what your business is doing around The Open. You might want to share some images that you have taken of the surrounding area - pictures are always popular with consumers on Facebook and Instagram in particular. Create content that is varied and interesting, not just a stream of sales messages.

Work together with other local businesses to spread the word online about anything which might be of interest to potential visitors.

#### **Examples of local information you might want to share:**

- Special events
- Things to do / visitor attractions
- Themed menus from local restaurants
- The nearest golf courses to your property





## TIP 8 - PROMOTE THE LOCAL AREA

Advising your guests about South Ayrshire's fantastic local businesses, visitor experiences and food and drink options will help to enhance their stay and encourage them to return again.

Visitors can enjoy the forty five miles of rugged coastline; long sandy beaches; rolling countryside; coastal and market towns; rural villages; a rich and cultural heritage; world-class golf; award-winning local food and produce... South Ayrshire has a global reputation as a must-see destination.

South Ayrshire is the ideal location for a short golfing break with 15 Golf Courses, including Royal Troon and Turnberry. South Ayrshire Golf has eight fantastic links and park land courses, including three James Braid Classics, which are open to visitors year-round. [golfsouthayrshire.com](http://golfsouthayrshire.com)

South Ayrshire is Birthplace of Scotland's Bard - Robert Burns.

The Robert Burns Birthplace museum can be found in Alloway 12 miles from Royal Troon. [nts.org.uk](http://nts.org.uk)

Along the Ayrshire coastline, there are castles and nature walks.

Dundonald Castle, situated in the nearby village of Dundonald (5 miles from Troon), is a fortified tower house built for Robert II on his accession to the throne of Scotland in 1371 and it was used as a royal residence by Robert II and his son Robert III.

[dundonaldcastle.org.uk](http://dundonaldcastle.org.uk)

Robert Adams Clifftop masterpiece, Culzean Castle, rises above a world of woods, beaches and secret follies and set within a country park. [nts.org.uk](http://nts.org.uk)



14 - 21 July 2024





## TIP 9 - THE 152<sup>ND</sup> OPEN BRAND GUIDELINES

Displays and promotions are a great way to show your support and we know that many of you will be thinking of how you can get the most out of the excitement and interest around this prestigious event. To help you achieve this in the right way, follow our dos and don'ts to make sure you can be part of this great occasion and crucially, stay on the right side of the laws and rules that are in place.

### DO

- Use general references to golf and factual statements relating to the event. For example, 'welcoming The 152<sup>nd</sup> Open'. The Championship can be referred to as 'The Open' or the 'The 152<sup>nd</sup> Open'
- Create displays and signage (in line with relevant consents) that have a general association with golf. For example, you could use golf balls or golf clubs and have some fun with it!
- Comply with any existing advertising consents and regulations
- Make use of available resources and materials to show your support
- Consider event-related promotions specifically for the duration of The 152<sup>nd</sup> Open

### DON'T

- Use any wording or undertake any activity that creates an impression of an official association with The Open or The R&A. For example, 'in association with', 'sponsored by' or 'official'
- Use any official trademark relating to The Open, or anything that could be mistaken for a trademark. This includes the use of words as well as logos or marks
- Try to gain any commercial advantage by suggesting an association with The Open or any endorsement from The R&A – unless that exists
- Display advertising that does not have the required consents
- Mislead customers into creating an association with The Open or The R&A where none exists

# 14 - 21 July 2024

Enforcement action will be taken to remove any advertising, display or marketing materials that breach existing legislation and regulations, or that do not have the required consents. Through a registered trademark, businesses can protect their brand - or 'mark' - by restricting other people from using its name or logo. As organiser of The Open, The R&A exclusively holds all the rights for the Championship including trademarks for 'The Open', 'The 152<sup>nd</sup> Open', 'Claret Jug' and 'The R&A'.

Use of these marks by a third party, even if only in reference, is only possible with the express consent of The R&A who grants such a use to its partners subject to certain conditions. The R&A strictly prohibits the marketing in any way of products bearing all or some of these trademarks. The marketing of products bearing these trademarks is strictly reserved for The R&A Group of Companies and its licensees.

This means that only official licensed partners - who have been given consent to do so - can make use of these trademarks to reference their association with The Open or The R&A. In other words, you can't suggest that you, your business, your association or any other body is linked to The Open, unless you are an officially licensed partner. You can, however, show your support for The Open in lots of other ways, making sure you create a positive impression and a very

warm welcome that will be seen right across the world.

## **DON'T GET CAUGHT OUT WITH UNOFFICIAL HOSPITALITY PACKAGES**

The only official hospitality packages available to purchase, that are situated within the venue, are offered by The Open or its official Authorised Providers. Those who purchase unofficial hospitality packages may find that, on arrival, they are not provided with tickets or the tickets they are provided with have been cancelled.

### **Fans should look out for:**




- Unexpected calls from agents selling a "special" offer for hospitality at The Open due to a cancellation
- The use of aggressive sales techniques
- The Open Authorised Provider logo not shown on the agent's website
- Refusal to provide proof in writing that they are permitted to provide entry tickets as part of a package

To purchase a package from the dedicated sales team or for more information, please contact The Open Hospitality on **0133 446 0090** or by emailing **Hospitality@TheOpen.com**

# ACCOUNTS TO FOLLOW




## The Open

TheOpen.com

-  @The-Open-Championship
-  @theopen
-  @TheOpen




## South Ayrshire Council

south-ayrshire.gov.uk

-  @SouthAyrshireCouncil
-  @sac\_live
-  @southayrshire




## The R&A

randa.org

-  @randagolfuk
-  @RandA
-  @therandagolf

## Destination South Ayrshire

destinationsouthayrshire.co.uk

-  @destinationsouthayrshire
-  @southayrshirecouncilculture
-  @destinationsa\_