

# eventIMPACTS

THE 145<sup>TH</sup> OPEN, ROYAL TROON, 2016



- 40,359 spectators were visiting Scotland specifically to attend The Open.
- 62% of spectators from outside Ayrshire expressed an intention to return to South Ayrshire for a break.

**£23  
Million**

Total Economic Impact  
for Ayrshire

**£64  
Million**

Total Economic  
Impact for Scotland

**173,134**

Total spectator attendance

**88,129**

Unique spectators



Spectator

**52%**

Local



Day visitors

**3.3** Average number  
of days attended

**3.5** Average  
bed nights



**£73** Average daily  
spend (non-accom)

Source: The 145<sup>th</sup> Open, Royal Troon, 2016 Impact Report, Sport Industry Research Centre