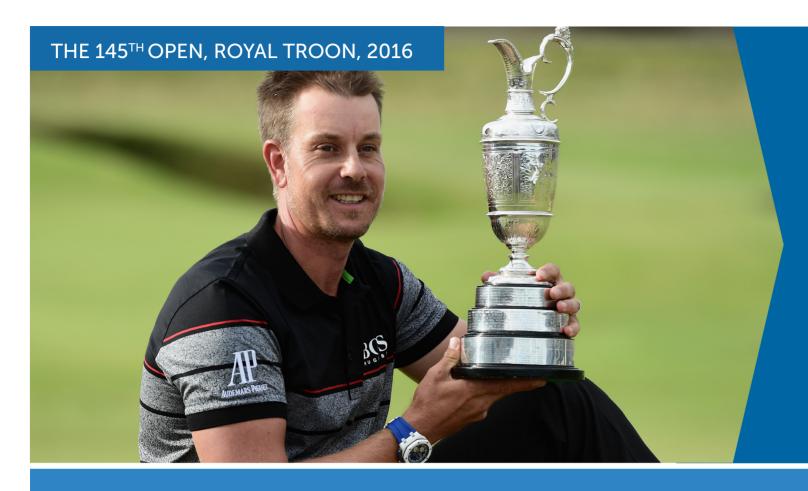
eventIMPACTS



- 40,359 spectators were visitng 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 Million

Total Economic Impact for Ayrshire

£64

Total Economic Impact for Scotland

173,134 Total spectator attendance 88,129

Unique spectators

Spectator

52% 8 9%

Day visitors

Average number of days attended

Average bed nights



£ 4 Average daily spend (non-accom)

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











