

# THE OPEN EXPERIENCES

HOSPITALITY AT THE 155<sup>TH</sup> OPEN



ST ANDREWS, 11 - 18 JULY 2027



THE 155<sup>TH</sup> OPEN

# ST ANDREWS



**For the legends of golf, there is no ground more sacred than this.**

The Old Course at St Andrews Links is not just a course, it is the Home of Golf. The hallowed turf where history breathes from every bunker and blade of grass.

Since 1873, champions have risen and fallen on these ancient links. It is where Old Tom walked, where Jack Nicklaus triumphed, where Tiger roared. The echoes of greatness are etched into every fairway.

To win here is to conquer more than just a course. It is to face the spirit of the game itself – raw, unrelenting, eternal. This is a battle against the wind, the land, and one's own limits.

In 2027, the world's greatest will return to St Andrews for The 155<sup>th</sup> Open. They will stand where legends once stood, driven by the same dream – to lift the Claret Jug at the Home of Golf, and to etch their name into golfing royalty.



# HOSPITALITY EXPERIENCES

Witness the magic of The Open through our range of hospitality experiences designed to provide luxury settings, unparalleled views and true immersion in The Open.

You and your guests can indulge in world-class hospitality at The 155<sup>th</sup> Open, leaving lasting memories at golf's original Championship. Gain access to various venues and viewing platforms around the course to soak up the atmosphere, and watch the world's best golfers compete for the coveted Claret Jug and the title of Champion Golfer of the Year.

Experience The Open, at St Andrews, like never before.

SIGNATURE ~ PLATINUM ~ ROAD HOLE ~ SEA VIEW ~ PREMIUM ~ RANGE VIEW



# SIGNATURE

## A once-in-a-lifetime opportunity

As one of the few guests in Signature, you'll enjoy exclusive access to the Road Hole Restaurant, Bar and West Deck within the 5\* Old Course Hotel at St Andrews. Take in the panoramic views of the course looking directly over the famous 17<sup>th</sup>, Road Hole, while indulging in world-class hospitality.

Beyond the Road Hole Restaurant, immerse yourself in the heart of the Championship with exclusive access to behind-the-scenes experiences. Witness the action up close with your reserved grandstand seat overlooking the 1<sup>st</sup> tee and 18<sup>th</sup> green, you'll be perfectly placed, never missing a moment of the drama.

With Signature, every moment gets you closer to the action as your experience extends into Dunes House, The Retreat and Links ensuring you don't miss a moment of hospitality or the world-class golf on show.

### Benefits and inclusions

- Course admission with priority access
- Located on the fourth floor of the 5\* Old Course Hotel with stunning views of the Road Hole and across the famous links course
- Access to the West Deck Terrace at The Old Course Hotel
- Behind-the-scenes experiences with unprecedented access to restricted areas
- Q&A session with a past or present player
- Photo opportunity with the Claret Jug
- Fast track to The Open Shop
- A reserved seat in the grandstand overlooking the 1<sup>st</sup> tee and 18<sup>th</sup> green arena
- Private restroom facilities
- Full TV Coverage of play
- Parking Pass
- Welcome desk with experienced hosting staff

### Dining and drinks

- Breakfast options within each dining space in *Road Hole Restaurant*
- Multiple exciting lunch options throughout *Road Hole Restaurant*
- A delicious selection of afternoon snacks on your return from the course
- Charcuterie-style lunch and snacks served in *The Retreat*
- Full complimentary bar including Champagne, fine wines, beer, spirits and soft drinks within the *Road Hole Restaurant, The Retreat, Dunes House and Links*
- Access to the Whisky Tasting Room

Please note that all dining experiences are on a first come, first served basis. All guests will have options to enjoy hospitality throughout the day.

### Access areas

- *Road Hole Restaurant*, overlooking the 17<sup>th</sup> hole
- *Dunes House*, overlooking the 14<sup>th</sup> fairway
- *The Retreat*, located overlooking the 9<sup>th</sup> Green
- *Links*, near the 9<sup>th</sup> hole
- Multiple viewing platforms across the course

### Pricing\*

Wednesday 14 July.....	£1000
Thursday 15 July.....	£3000
Friday 16 July.....	£3250
Saturday 17 July.....	SOLD OUT
Sunday 18 July.....	SOLD OUT



\*All prices are per person, excluding VAT at 20%. Package details are subject to change. Prices shown are early bird prices and subject to change.



# PLATINUM

## Savour every moment at The Open

The Platinum experience gives you access to the Hall of Champions within the 5\* Old Course Hotel, where you will be able to enjoy the finest hospitality, in the restaurant, relax in the lounge area or sit outside in the private garden alongside the 17<sup>th</sup> Road Hole.

Your experience also includes access to Dunes House and Links, with entry to The Retreat, a luxurious Champagne lounge overlooking the short par 4, 9<sup>th</sup> green. Enjoy unparalleled views from standing viewing platforms around the course, ensuring you witness every moment of the action up close.

### Benefits and inclusions

- Course admission with priority access
- Access to *Hall of Champions* inside The Old Course Hotel
- Views onto the 2<sup>nd</sup> and 17<sup>th</sup> fairway from the private garden outside *Hall of Champions*
- Q&A session with a past or present player
- Fast track to The Open Shop
- Private restroom facilities
- Full TV Coverage of play
- Parking Pass

### Dining and drinks

- Various breakfast and lunch options available within *Hall of Champions*
- A delicious selection of afternoon snacks on your return from the course
- Charcuterie-style lunch and snacks served in *The Retreat*
- Full complimentary bar including Champagne, fine wines, beer, spirits and soft drinks within *The Retreat, Dunes House and Links*

Please note that all dining experiences are on a first come, first served basis. All guests will have options to enjoy hospitality throughout the day.

### Access areas

- *Dunes House*, overlooking the 14<sup>th</sup> fairway
- *Platinum Lounge*, located within *Hall of Champions*
- *The Retreat*, overlooking the 9<sup>th</sup> green
- *Links*, near the 9<sup>th</sup> hole
- Multiple viewing platforms across the course

### Pricing\*

Thursday 15 July .....	£1550
Friday 16 July .....	£1650
Saturday 17 July .....	SOLD OUT
Sunday 18 July .....	SOLD OUT



\*All prices are per person, excluding VAT at 20%. Package details are subject to change. Prices shown are early bird prices and subject to change.



# ROAD HOLE

## Enjoy golf's most iconic moments from its most legendary vantage point

Step into history at *The Jigger Inn*, arguably the most famous 19<sup>th</sup> hole in the world, and enjoy a truly unique experience at The 155<sup>th</sup> Open.

Nestled beside the legendary 17<sup>th</sup> hole at the Old Course, this historic building predates The Open itself, originally serving as the stationmaster's lodge. Today, its rich heritage lives on, offering guests a one-of-a-kind glimpse into golf history.

This unique experience is a once in a lifetime opportunity. From your prime vantage point, witness the world's best players up close as they finish their round while enjoying unrivaled comfort and service.

With over 10 hours of fully inclusive hospitality, the Road Hole experience perfectly blends leisure and world-class sport. Enjoy a variety of food and beverage options and the camaraderie of fellow golf enthusiasts in an atmosphere steeped in tradition. With a mix of seating inside along with covered seating in the beer garden, this charming spot boasts incredible views and a welcoming atmosphere to unwind.

### Benefits and inclusions

- Course entry ticket to The 155<sup>th</sup> Open with priority access
- Reserved area within the 17<sup>th</sup> green grandstand, on the famous Road Hole\*\*
- Located in *The Jigger Inn* on the 17<sup>th</sup> fairway of the Old Course
- Parking pass (1 per 2 guests)
- Private garden area
- Full TV coverage of play throughout the facility
- Private restroom facilities
- Experienced hosting staff to look after your every need

### Dining and drinks

- A variety of breakfast options accompanied with a selection of fruits, pastries, juices, coffee and tea
- A premium gastro pub style lunch serving wholesome, locally sourced, hearty favourites
- A selection of afternoon tea options to graze on
- Complimentary bar including Champagne, wines, beers, house spirits and soft drinks

Please note that all dining experiences are on a first come, first served basis. All guests will have options to enjoy hospitality throughout the day.

### Access areas

- *Links* located near the 8<sup>th</sup> hole with complimentary drinks
- Reserved seat within the 17<sup>th</sup> green grandstand, the famous *Road Hole*\*
- Multiple viewing platforms strategically placed across the course
- *The Retreat*, overlooking the 9<sup>th</sup> green

### Pricing\*

Thursday 15 July .....	£1500
Friday 16 July .....	£1600
Saturday 17 July .....	£1650
Sunday 18 July .....	£1800



\*All prices are per person, excluding VAT at 20%. Package details are subject to change. Prices shown are early bird prices and subject to change.

\*\*Please note, seats in the reserved area are on a first come, first serve basis for Road Hole Experience customers only.



# SEA VIEW

## Indulge in world-class food and sweeping coastal views at the heart of the Home of Golf

A glass covered restaurant located by the beach at St Andrews Bay that sits just behind the world famous Royal and Ancient Golf Club in St Andrews and ideally located providing access to the course right next to the 1<sup>st</sup> tee.

Inside this exclusive, award-winning restaurant, every detail is designed to complement the world-class golfing action just steps away. From the finest seafood delicacies to impeccable service, your visit promises not only exceptional cuisine but also memories to treasure from this historic occasion at the Home of Golf.

The Sea View experience will give an experience like no other in an intimate setting that means you will can immerse yourself in the sights and sounds of both The Open and one of Scotland's finest seafood restaurants.

### Benefits and inclusions

- Course entry ticket to The 155<sup>th</sup> Open with priority access
- Reserved grandstand seat on the 1st hole
- Located in the award-winning Seafood Ristorante
- Private tables to suit your group size
- Parking pass (1 per 2 guests)
- Air conditioning
- Outdoor seating area
- Full TV coverage of play throughout the facility
- Private restroom facilities
- Experienced hosting staff to look after your every need

### Dining and drinks

- A full Scottish breakfast with a selection of fruits, pastries, juices, coffee and tea.
- Four-course a la carte lunch featuring local produce
- Traditional afternoon tea
- Complimentary bar including Champagne, wines, beers, house spirits and soft drinks

The restaurant is located outside of the paygates but guests will be able freely enter and exit the course through the various paygates.

### Access areas

- A reserved seat in the 1<sup>st</sup> hole grandstand overlooking the 1<sup>st</sup> tee and 18<sup>th</sup> green
- Multiple viewing platforms strategically placed around the course
- Links, located near the 9<sup>th</sup> hole

### Pricing\*

Thursday 15 July .....	£1000
Friday 16 July .....	£1100
Saturday 17 July .....	£1150
Sunday 18 July .....	£1250



\*All prices are per person, excluding VAT at 20%. Package details are subject to change. Prices shown are early bird prices and subject to change.



# PREMIUM

## Immerse yourself in The Open

Savour breathtaking views of the 14<sup>th</sup> fairway from the balcony of Dunes House, our exclusive triple deck hospitality structure, where you will witness world-class golf unfold before your eyes. Step inside to unwind and indulge in a curated selection of gourmet dishes, expertly crafted by our chefs from an array of restaurants and bars.

With unparalleled sight-lines to the action, you'll be perfectly positioned to experience every thrilling moment as the Championship drama unfolds. On the course, you'll have various viewing platforms, ensuring you enjoy unparalleled vantage points of the action up close.

### Benefits and inclusions

- Course admission with priority access
- Access to Dunes House, our exclusive triple deck structure overlooking the 14<sup>th</sup> fairway
- On course views of the action from private balcony
- Test your skills on the Toptracer simulators
- Q&A session with a past or present player
- Fast track to The Open Shop
- Private restroom facilities
- Full TV Coverage of play
- Parking Pass

### Dining and drinks

- A variety of breakfast options within *Dunes House*
- Multiple culinary experiences and restaurants within *Dunes House* for lunch and afternoon snacks
- Full complimentary bar including Champagne, fine wines, beer, spirits and soft drinks within *Dunes House* and *Links*

Please note that all dining experiences are on a first come, first served basis. All guests will have options to enjoy hospitality throughout the day.

### Access areas

- *Dunes House*, overlooking the 14<sup>th</sup> fairway
- *Links*, near the 9<sup>th</sup> hole
- Access to multiple viewing platforms across the course

### Pricing\*

Wednesday 14 July.....	£400
Thursday 15 July.....	£975
Friday 16 July.....	SOLD OUT
Saturday 17 July.....	£1025
Sunday 18 July.....	SOLD OUT



\*All prices are per person, excluding VAT at 20%. Package details are subject to change. Prices shown are early bird prices and subject to change.



# RANGE VIEW

## Savour authentic Scottish flavours while enjoying behind the scenes views of the players practice area

Situated within the iconic Tom Morris Bar & Grill, this experience overlooks the practice chipping green adjacent to the 2<sup>nd</sup> hole of the Old Course, providing guests with a front-row view of the players practice environment.

Guests can enjoy the finest traditional Scottish produce, served in a relaxed and inviting dining setting that captures the essence of Scottish culinary heritage. From freshly sourced local ingredients to expertly crafted dishes, every meal here reflects a deep sense of authenticity and connection to the sport's rich traditions.

Just a stone's throw from the players' driving range, this experience gives fans a rare opportunity to watch the world's top golfers up close before they step onto the course. Enjoy 360-degree panoramic views of the Old Course from the secret roof-top garden.

Whether savoring the flavors of Scotland or witnessing world-class golf in action, this experience seamlessly blends heritage, hospitality, and high-stakes competition for an unforgettable day at The Open.

### Benefits and inclusions

- Course entry ticket to The 155<sup>th</sup> Open with priority access
- Located in Tom Morris Bar & Grill near the Driving Range
- Informal dining with unreserved seating
- Parking pass (1 per 2 guests)
- Air conditioning
- Access to the rooftop garden
- Private balcony overlooking the practice putting green
- Full TV coverage of play throughout the facility
- Private restroom facilities
- Experienced hosting staff to look after your every need

### Dining and drinks

- A full Scottish breakfast with a selection of fruits, pastries, juices, coffee and tea or breakfast rolls in the bar area
- Three course à la carte lunch menu, featuring local produce or the option for drinks and grazing table in the bar area
- Traditional afternoon tea served in the restaurant
- Complimentary bar including wines, beers, house spirits and soft drinks

Please note that all dining experiences are on a first come, first served basis. All guests will have options to enjoy hospitality throughout the day.

### Access areas

- Tom Morris Bar & Grill
- A reserved area in the practice range grandstand
- Multiple viewing platforms strategically placed across the course
- *Links*, located near the 9<sup>th</sup> hole

### Pricing\*

Thursday 15 July .....	£975
Friday 16 July .....	£1025
Saturday 17 July .....	£1075
Sunday 18 July .....	£1175



\*All prices are per person, excluding VAT at 20%. Package details are subject to change. Prices shown are early bird prices and subject to change.



# HOSPITALITY AREAS

Our hospitality experiences grant exclusive access to a collection of first-class facilities, each strategically positioned around the course to offer different perspectives and an unparalleled connection to the championship's action. From refined dining that overlooks St Andrews iconic holes to luxurious spaces designed for comfort and sophistication, these prime locations ensure that every moment at The Open is spent in ultimate style.

HALL OF  
CHAMPIONS

DUNES  
HOUSE

THE  
RETREAT

ROAD HOLE  
RESTAURANT

LINKS

THE  
JIGGER INN

THE SEAFOOD  
RISTORANTE

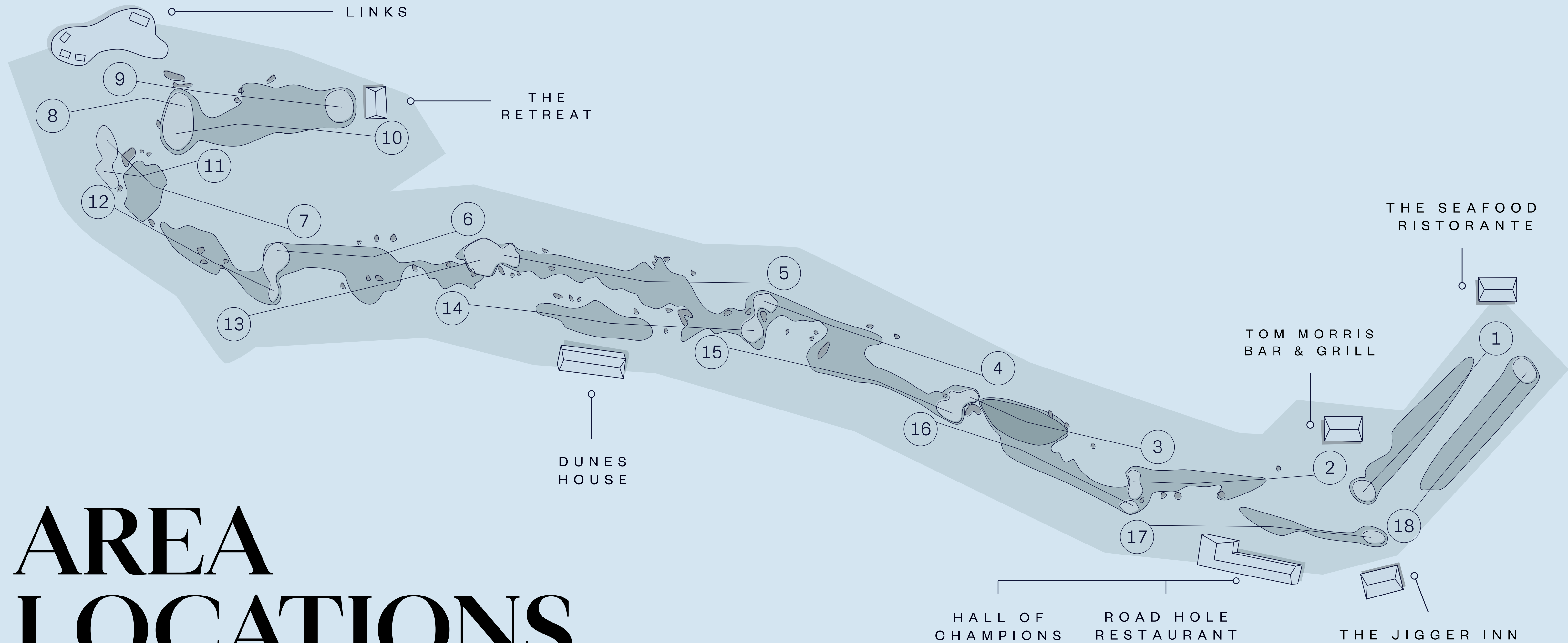
TOM MORRIS  
BAR & GRILL



# AREA ACCESS

Each of our hospitality experiences are carefully curated to offer a unique way to enjoy exclusive golf access, allowing you to choose your experience level and gain entry to our venues and outposts throughout the course.

	SIGNATURE	PLATINUM	ROAD HOLE	SEA VIEW	PREMIUM	RANGE VIEW
COURSE	●	●	●	●	●	●
VIEWING PLATFORM <small>POSITIONED AT KEY POINTS AROUND THE COURSE</small>	●	●	●	●	●	●
LINKS	●	●	●	●	●	●
DUNES HOUSE	●	●			●	
THE RETREAT	●	●	●			
ROAD HOLE RESTAURANT	●					
HALL OF CHAMPIONS		●				
RESERVED AREA WITHIN GRANDSTAND <small>POSITIONED AT KEY POINTS AROUND THE COURSE</small>			●	●		●
THE JIGGER INN			●			
THE SEAFOOD RISTORANTE				●		
TOM MORRIS BAR & GRILL						●



# AREA LOCATIONS



# ROAD HOLE RESTAURANT

Offering an unrivalled experience where five-star service and gourmet cuisine meet breathtaking championship views. Located in the 5\* Old Course Hotel, the entire fourth floor is at your disposal including the Road Hole Bar and The Deck. Enjoy an array of carefully selected dishes elevating Scottish produce and a curated selection of premium wines, handcrafted cocktails, and Champagne throughout the day. With panoramic views of the Old Course and out to the West Sands, this is the perfect setting to watch the action unfold and unwind in ultimate luxury and comfort.

**Location:** Old Course Hotel, 4<sup>th</sup> Floor, overlooking 17<sup>th</sup> fairway

You will have access to **Old Course Hotel 4<sup>th</sup> Floor** if you are the following experience level:

SIGNATURE



# HALL OF CHAMPIONS

Your dedicated Platinum Lounge is located on the ground floor of the 5\* Old Course Hotel. With access to a private terrace next to the famous Road Hole, only a small wall separates the world's greatest golfers from world-class hospitality. This ultimate setting will ensure the perfect balance of witnessing sublime golf whilst indulging in the best regional and Scottish fayre St Andrews has to offer.

**Location:** Old Course Hotel, Ground Floor, overlooking 17<sup>th</sup> fairway

You will have access to **Hall of Champions** if you are the following experience level:

PLATINUM





# DUNES HOUSE

Elevate your Open experience within Dunes House, a spectacular triple-decker venue with panoramic views of the 14<sup>th</sup> fairway that provides a prime vantage point. Immerse yourself in refined luxury as you savour expertly crafted gourmet dishes from a selection of exclusive restaurants and bars. Whether enjoying the action from the balcony or relaxing indoors, Dunes House ensures you experience every thrilling moment in exceptional comfort.

**Location:** Overlooking the 14<sup>th</sup> fairway

You will have access to **Dunes House** if you are the following experience level:

SIGNATURE PLATINUM PREMIUM



# THE RETREAT

An elegant haven overlooking the impressive 9<sup>th</sup> green and 10<sup>th</sup> hole, The Retreat is a sanctuary of indulgence where guests can unwind with a glass of Champagne between moments on the course. Enjoy charcuterie-style lunches, and afternoon snacks in a beautifully designed space that offers both relaxation and refinement.

**Location:** Overlooking the 9<sup>th</sup> green and 10<sup>th</sup> hole

You will have access to **The Retreat** if you are the following experience level:

SIGNATURE ROAD HOLE PLATINUM



\*The visuals on this page are illustrative renderings and should be treated as indicative only.



# LINKS

At the heart of the action, located near the 9<sup>th</sup> hole, Links combines a vibrant atmosphere with relaxed hospitality for experiencing The Open. This exclusive area offers a relaxed yet stylish retreat, complete with lounge-style seating, shaded areas and large screens broadcasting The Open's pivotal moments to provide the ultimate blend of flexibility and comfort. Enjoy gourmet food truck selections along with a private bar service, all to be used as a base from which to explore the course at your leisure.

**Location:** Close to the historic 9<sup>th</sup> hole

You will have access to **Links**, where you can also have complimentary drinks, if you are the following experience level:

SIGNATURE    PLATINUM    ROAD HOLE  
SEA VIEW    PREMIUM    RANGE VIEW





		SIGNATURE	PLATINUM	ROAD HOLE	SEA VIEW	PREMIUM	RANGE VIEW
Championship Day prices from (exc VAT)		£2500pp	£1400pp	£1,500pp	£1000pp	£975pp	£975pp
ACCESS	Old Course Hotel, 4 <sup>th</sup> Floor - Road Hole Restaurant (overlooking 17 <sup>th</sup> green)	✓					
	Old Course Hotel, Ground Floor - Hall of Champions (Platinum Lounge)		✓				
	The Retreat	✓	✓	✓			
	Dunes House	✓	✓			✓	
	Links	✓	✓	✓	✓	✓	✓
	The Jigger Inn			✓			
	The Seafood Ristorante				✓		
	Tom Morris Bar & Grill						✓
VIEWS	Reserved 18 <sup>th</sup> grandstand (overlooking 18 <sup>th</sup> hole)	✓					
	Access to multiple viewing platforms across the course	✓	✓	✓	✓	✓	✓
	Course entry ticket with priority access	✓	✓	✓	✓	✓	✓
	Reserved area within the 17 <sup>th</sup> green grandstand			✓			
	Reserved area within the 1 <sup>st</sup> hole grandstand				✓		
	Reserved area within the practice range grandstand						✓
EXPERIENCE	Behind-the-scenes experiences	✓					
	Photo opportunity with Claret Jug	✓	✓				
	Q&A session with past/present players	✓	✓			✓	
	Fast-track entry to The Open Shop	✓	✓	✓	✓	✓	✓
	Toptracer golf simulators (located in Dunes House)	✓	✓			✓	
AMENITIES	Air conditioning	✓	✓	✓	✓	✓	✓
	Parking Pass	✓	✓	✓	✓	✓	✓
	Professional event staff	✓	✓	✓	✓	✓	✓
	Private toilets	✓	✓	✓	✓	✓	✓
DINING AND DRINKS	A variety of breakfast options	✓	✓	✓	✓	✓	✓
	An array of lunch and afternoon snacks	✓	✓	✓	✓	✓	✓
	Full complimentary bar including Champagne, fine wines, beer, spirits and soft drinks	✓	✓	✓	✓	✓	✓



THE 155<sup>TH</sup> OPEN

# OPENING GOLF TO THE WORLD

The Open is proudly run by The R&A, the governing body for golf outside of the USA and Mexico. The R&A operates at the heart of golf, investing proceeds from The Open and embracing positive change to ensure golf is truly a global sport for everyone.

By booking hospitality experiences for The 155<sup>th</sup> Open at St Andrews, you and your guests are supporting the development of golf across the world.

**Thank you for your support. For more information, visit [randa.org](https://www.randa.org)**



# Book your Hospitality Experience for The 155<sup>th</sup> Open.

Contact our hospitality advisors now for more information on any of the Experiences listed and for accompanying travel and accommodation packages

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