



THE
OPEN[®]
152ND ROYAL TROON

ORIGINS

Premium Experiences

152ND ROYAL TROON

14 - 21 July 2024

The Open is where reputations are built and history made as the world's best players battle it out for the title of Champion Golfer of the Year.





Behind the scenes the stage is set by the craftsmen and experts whose skills have always played their part, since the origins of the game, in making The Open the most celebrated contest in golf.



152ND ROYAL TROON

Royal Troon's Old Course was founded in 1878, expanded to 18 holes 10 years later and re-designed by five-time Champion Golfer James Braid ahead of its first Open in 1923.

The last time The Open was held at Royal Troon, Henrik Stenson lifted the Claret Jug after a dramatic battle with Phil Mickelson over the Ayrshire links. The head-to-head mirrored the famous 'Duel in the Sun' between Tom Watson and Jack Nicklaus

back in 1977, with Stenson becoming the first Swede to be named Champion Golfer of the Year.

Watch the world's best at this unrelenting links from the comfort of our Origins Premium Experiences at The 152nd Open. Offering a wide variety of exciting options on-course and in the heart of the action, enjoy fully inclusive hospitality for over 10 hours within one of our premium restaurants.

ORIGINS

Premium Experiences

The Open craftsmen and experts are the inspiration behind our Origins premium experiences at The 152nd Open at Royal Troon. Each offering a unique way to enjoy the Championship, Champions, Medallists, Engravers, Caddies, Scorers Premium and Scorers along with Origins Suites will provide guests with a truly memorable experience. Together they cater to every taste and budget. Champions, Medallists, Engravers, Origins Suites, Caddies, Scorers Premium and Scorers are all driven by the same pursuit of perfection. Their roles are central to the heritage and rich tradition of the Championship, adding to the prestige and unique personality of The Open.



CHAMPIONS

at The Open



MEDALLISTS

at The Open



ENGRAVERS

at The Open



ORIGINS SUITES

at The Open



CADDIES

at The Open



SCORERS

— PREMIUM —

at The Open



SCORERS

at The Open

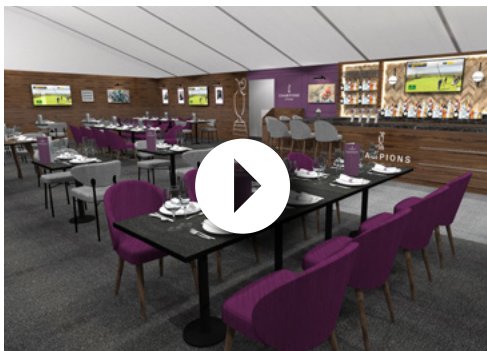


CHAMPIONS

at The Open

To win The Open is to shape history and pass into legend. For this is a contest unlike any other and it creates Champions so unique, they break the mould.

From the beginning, when Willie Park Sr. won the first Championship at Prestwick in 1860, they have created history. Each Champion writes his own story and these stories are what sets The Open apart. To be Champion Golfer of the Year is more than being a member of an exclusive club, more than a hall of fame – it is to be part of forever.



Unprecedented access and an unforgettable experience

Champions at The Open is a dream come true for any golf fan – offering unrivalled access to the course and players, as well as world-class hospitality away from the crowds.

Built with the golf enthusiast in mind, this spacious experience takes you behind the scenes at Royal Troon and delves into the history and unforgettable stories of The Champion Golfers.

Reserved seats in the 18th Green Grandstands guarantee superb views of the world's greatest golfers. You will have the chance to follow in their footsteps and play the Championship course following The Open.* A truly unforgettable experience.

* Subject to availability



“Fantastic service, great location, excellent food and atmosphere. I loved the fact that it was exclusive and not crowded.”



Benefits and Inclusions

- Stunning on course views from the upper balcony
- Located overlooking the 15th hole
- Official Open admission ticket with Fast Track entrance
- Parking pass (1 per 2 guests)
- Reserved Seat in the 18th Green Grandstand
- Opportunity to play the Championship course the Monday after The Open*
- ‘Behind the Scenes’ experiences with unprecedented access to restricted areas at The Open such as access to NBC Studios, Media Centre and other VIP experiences
- Souvenir programme and Order of Play
- Q&A with past or present player

* Guests can purchase at an additional cost. Subject to availability.

Dining and drinks

- Breakfast selection from the kitchen including warm pastries, fruit, smoothies and the morning’s papers
- Lunch consisting of a wide variety of grazing plates, food stations and presentations from local food heroes
- Sweet and savoury afternoon snacks to return to after being out on the course
- Full complimentary bar throughout the day, including fine wines, beer, Champagne, spirits and soft drinks

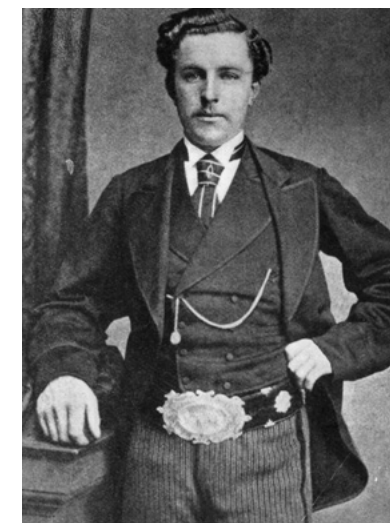
THE CLARET JUG

The Golf Champion Trophy, now commonly referred to as the Claret Jug, was made by Mackay Cunningham & Company of Edinburgh and was hallmarked 1873. The first Champion Golfer to receive the new trophy was the 1873 winner, Tom Kidd, but Tom Morris Jr’s name was the first to be engraved on it as the 1872 winner.

Pricing

Thursday 18 July	SOLD OUT
Friday 19 July	£2000
Saturday 20 July	SOLD OUT
Sunday 21 July	SOLD OUT
Weekly	SOLD OUT
Weekly (with Golf)	SOLD OUT

Prices are per person excluding VAT at 20%.
Package details are subject to change.





MEDALLISTS

at The Open

To play in The Open is when the world's best golfers walk in the footsteps of giants, honouring tradition and adding their part to the greatest story in sport. It is a chance to shape history, to take a shot at glory, to determine destiny. Medals have always been part of the original golf championship – a way of scoring, a way of immortalising champions and a way of recognising the inspiring endeavours of the greatest amateur players who take their chance amongst the best in the game.



Unrivalled location at the Marine Troon hotel

Medallists at The Open is an experience like no other. Located alongside the 18th hole at Royal Troon within the reimagined Marine Troon hotel, guests will indulge in the finest hospitality whilst witnessing the Championship from just a stone's throw away.

Designed to offer a flexible dining experience, guests have the luxury of choice. Enjoy the Rabbit Restaurant, a sophisticated yet welcoming space with comfort in mind. Or, enjoy the Seal Bar offering a more informal, relaxed style of hospitality of the highest standard. Medallists also benefits from having the option of al fresco dining on the terrace alongside the 18th hole. There is something for everyone.*

Enjoy your very own halfway house on-course where you can take a break from watching the world's greatest golfers up close and personal.

Medallists is the perfect experience for the golfing fanatic looking for something special and memorable.

*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.





Benefits and Inclusions

- Official Admission ticket to The 152nd Open with Fast Track entrance and course access
- Located in the 5* Marine Troon hotel alongside the 18th hole
- Fully inclusive food and beverage service
- Access to the private terrace with seating
- Player Q&A with past or present player
- Reserved 18th green grandstand seat
- Access to a reserved area in the iconic Postage Stamp grandstand on the 8th hole^
- Access to the Origins Halfway House
- Full TV coverage of play throughout the facility
- Air conditioning
- Parking pass (1 per 2 guests)
- A variety of free seating options and areas to relax*
- Private restroom facilities
- Welcome desk with experienced hosting staff
- Souvenir programme and order of play

*Please note that it is not possible to book a table
^Seats are available to Medallist customers on a first come, first serve basis

Dining and drinks

- Breakfast selection from the kitchen including warm pastries and fresh fruit
- Lunch consisting of a wide variety of grazing plates, food stations and presentations from local food heroes
- Sweet and savoury afternoon snacks to return to after being out on the course
- Full complimentary bar throughout the day, including fine wines, beer, champagne, spirits and soft drinks

Pricing

Thursday 18 July	£1500
Friday 19 July	£1600
Saturday 20 July	£1600
Sunday 21 July	£1850

Thursday - Saturday prices indicated are at the early bird rate. Prices are per person excluding VAT at 20%. Package details are subject to change.





ENGRAVERS

at The Open

The engraver's art is all about precision and the finest detail. It is a silver service – premium, polished, select – demanding grace under pressure to deliver the highest quality workmanship when the winner is known and the world is watching. The Champion Golfer of the Year lifts the Claret Jug, but only the engraver is entrusted to leave their mark on it.



Fine dining and silver service in a refined atmosphere

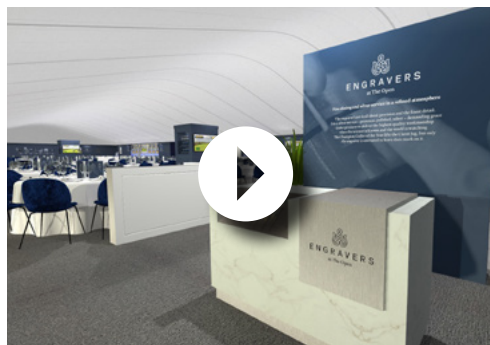
Engravers is one of our most exclusive, polished experiences at The 152nd Open. You and your guests can indulge in the finest hospitality whilst enjoying all the action away from the crowds within this spacious and premium setting.

Set against the stunning backdrop of Royal Troon's 15th hole, you and your guests will enjoy unrivalled on-course views of the action and Firth of Clyde and beyond. Before or after your meal, you are ideally placed to get out amongst the crowd and walk the course.

Those lucky enough to get a table in Engravers will be treated to the finest cuisine throughout the day including Champagne and canapés and a four-course à la carte lunch. All your dining and drinks are included within your Engravers experience.

"Probably the most difficult name I ever had to tackle was Mark Calcavecchia at Troon. I made sure I checked that out a few times!"

ALEX HARVEY, CLARET JUG MASTER ENGRAVER



“The overall experience was fantastic. Great staff. Went above and beyond to help and make my time there memorable.”



Benefits and Inclusions

- Located overlooking Royal Troon's challenging 15th hole
- On-course views of the action from the private balcony
- Q&A with past or present player
- Parking pass (1 per 2 guests)
- Official Open admission ticket with fast track entrance
- Souvenir programme and order of play
- Full TV coverage of play
- Air conditioning
- Private restroom facilities within the pavilion
- Welcome lounge and hospitality hosting staff
- Private tables to suit your group size *
- Access to purchase 18th Green Grandstand seats *

*Subject to availability

Dining and drinks

- Your choice of plated breakfast served alongside warm pastries, seasonal fruits and freshly squeezed juices and the morning's papers
- Champagne and canapé reception
- Four-course à la carte lunch featuring local produce
- Full complimentary bar throughout the day, including fine wines, beer, Champagne, house spirits and soft drinks
- Afternoon tea served as your group returns from the course



Pricing

Thursday 18 July	SOLD OUT
Friday 19 July	SOLD OUT
Saturday 20 July	SOLD OUT
Sunday 21 July	SOLD OUT

Prices are per person excluding VAT at 20%.
Package details are subject to change.





ORIGINS SUITES

at The Open





Private space and relaxing retreat at golf's original Major

With a stunning location overlooking Royal Troon's 15th hole, Origins Suites offers you and your guests* your own private space and a relaxing retreat. This luxurious space ensures you privacy and time to sit back, mingle and chat with your valued guests away from the crowds.

The private nature of the suite will enable you to hold functions each day such as thought leadership events with guest speakers, customer engagement initiatives or to reward staff.

Benefits and Inclusions

- Private space on-course, customised to suit your brand and style
- Official Admission ticket to The 152nd Open with Fast Track entrance
- Located overlooking Royal Troon's 15th hole
- Private balcony on the lower level
- Parking pass (1 per 2 guests)
- Souvenir programme order of play
- Full TV coverage of play
- Air conditioning
- Private restroom facilities within the pavilion
- Welcome lounge and hospitality hosting staff

*Subject to availability

Dining and drinks

We will work with you to create a dining and drinks package that meets your requirements and group size.

Prices are available on request





CADDIES

at The Open

A profession that is older than The Open itself. Indeed, the first Championship at Prestwick in 1860 was contested by eight “respected caddies” and respect for the top caddies in the modern game is now greater than ever. In the know on the course, they are a player’s confidant, their support, a trusted ally. A calming presence or a motivational spark, they judge the mood and gauge the weather. In a sport of individuals, the caddie is the partner no player would want to be without.



Premium grazing in the heart of the action

Caddies has an informal style, providing a comfortable base for your day at The Open, whilst still offering a host of premium benefits in a spacious and relaxed environment.

Located on the lower level, the private balcony offers prime views of the 15th hole, where you can catch the best players in the world in action as they tackle this challenging hole.

The delicious grazing buffet is designed by our talented and creative chefs, allowing you the flexibility to come and go as you please, whether watching from the balcony or out on the course.

Caddies is the perfect location to enjoy up to 10 hours of world class golf and premium hospitality with clients, guests, friends or family away from the crowds.





Benefits and Inclusions

- Located overlooking Royal Troon's challenging 15th hole
- Views from the ground floor balcony
- Parking pass (1 per 4 guests)
- Official admission ticket to The 152nd Open with Fast Track entrance
- Souvenir programme and order of play
- Full TV coverage of play
- Air conditioning
- Private restroom facilities within the pavilion
- Dedicated hospitality staff to ensure the smooth running of your day
- Reserved table for the day*

*Smaller groups may be accommodated on shared tables

Dining and drinks

- Premium grazing style menu featuring local produce
- Lounge buffet designed to provide flexible dining throughout the day, serving breakfast, lunch and afternoon snacks
- Full complimentary bar, including wines, beer, Champagne, house spirits and soft drinks

Pricing

Thursday 18 July	SOLD OUT
Friday 19 July	SOLD OUT
Saturday 20 July	SOLD OUT
Sunday 21 July	SOLD OUT

All package details are subject to change.

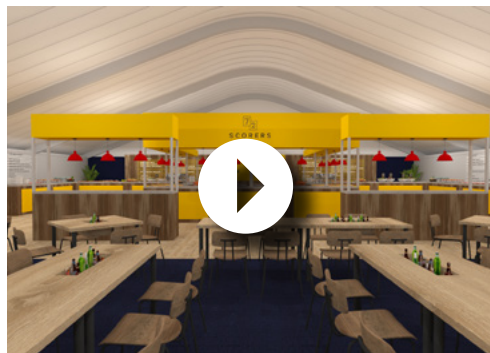




SCORERS

at The Open

Every shot logged. Fairways hit or missed, clubs used off the tee and to the green. The drives, the chips, the putts. Scores recorded, checked, signed for. A numbers' game with its own language. At the first Open in 1860, competitors' scores were scrutinised and written down by their gentlemen backers and independent markers. Digital hand-held devices are now the tool of the scorer's trade. Yet echoes of the past remain. On the 18th green, the sound of the scores being manually updated on the giant leaderboard recalls the origins of The Open.



72

Hearty classics served up in a stylish and relaxed environment

Scorers is a stylish introduction to sporting hospitality. Guests have the opportunity to soak up all the action in a fun, festival style atmosphere.

Located on the lower level of the Origins Hospitality Pavilion on the 15th hole, Scorers boasts a private garden area and large outdoor LED screen allowing you to enjoy time with your group in this lively setting, while keeping track of the play on-course.

The bistro-style fare and flexible layout of this experience makes it the perfect for businesses looking to entertain guests in a relaxed, spacious environment or for golf fans looking to enhance their day, whether under cover or al fresco.

Upgrade to Scorers Premium and you will benefit from your own private table for the entire day. This is available for 10 guests per table.

OUR ICONIC LEADERBOARDS

Pupils from the boarding schools of Charterhouse and Cranleigh have been manually operating the two leaderboards at the 18th green since 1979. Assisted by real-time digital scorekeeping, the students still change the names, scores and positions by hand. More than 30 years later, posting a leader board update first remains a matter of pride.



“The whole experience was just marvellous. A sporting memory that will last forever.”



Benefits and Inclusions

- Conveniently located on the 15th hole
- Parking pass (1 per 4 guests)
- Official admission ticket to The Open with fast track entrance
- Full TV coverage of play within the club
- Welcome desk with experienced hosting staff
- Private garden area with large outdoor screen covering all the action
- Private restroom facilities
- Informal unreserved seating inside and outside

Dining and drinks

- Breakfast rolls and a selection of pastries with tea, coffee and juices
- Roaming waiters to assist with beverage service
- Chefs preparing wholesome classics alongside a grazing lunch buffet and an abundant ploughman's selection
- Delicious sweet and savoury afternoon snacks
- Dessert stations for guests to enjoy something sweet as part of their meal
- Complimentary wine, beer and soft drinks

SCORERS PREMIUM

Party of 10 or more? Upgrade to Scorers Premium and benefit from your reserved table for the day, private bar as well as a complimentary programme for all guests.

Pricing

Wednesday 17 July	£300
Thursday 18 July	SOLD OUT
Friday 19 July	SOLD OUT
Saturday 20 July	SOLD OUT
Sunday 21 July	SOLD OUT

Prices are per person excluding VAT at 20%.
Package details are subject to change.



Itinerary

08:30

Doors open – make the most of everything with an early start.

12:00

Enjoy a delicious lunch.

(Based on a day in Engravers)

09:00

Kick-start your day with a hearty breakfast.

16:30

Catch your breath with afternoon tea.

11:30

Toast the players with a Champagne reception.

19:00

The perfect finish, your day is complete.

GATE TIMES

Approximate daily opening times:

Day	Date	Gate
Sunday	14 July	9.00 am*
Monday	15 July	7.00 am*
Tuesday	16 July	7.00 am*
Wednesday	17 July	7.00 am*
Thursday	18 July	6.00 am*
Friday	19 July	6.00 am*
Saturday	20 July	7.00 am*
Sunday	21 July	7.00 am*

* Denotes approximate times. Subject to change.

HOURS OF PLAY

Daily tee times are as follows:

First	Last
Players will be practising throughout the day. Information will be available on TheOpen.com and will be displayed on the large screens around the course.	
6.35 am*	4.16pm*
6.35 am*	4.16pm*
9.00 am*	4.00pm*
8.00am*	2.30pm*



Locations

CHAMPIONS, MEDALLISTS, ENGRAVERS & ORIGINS SUITES

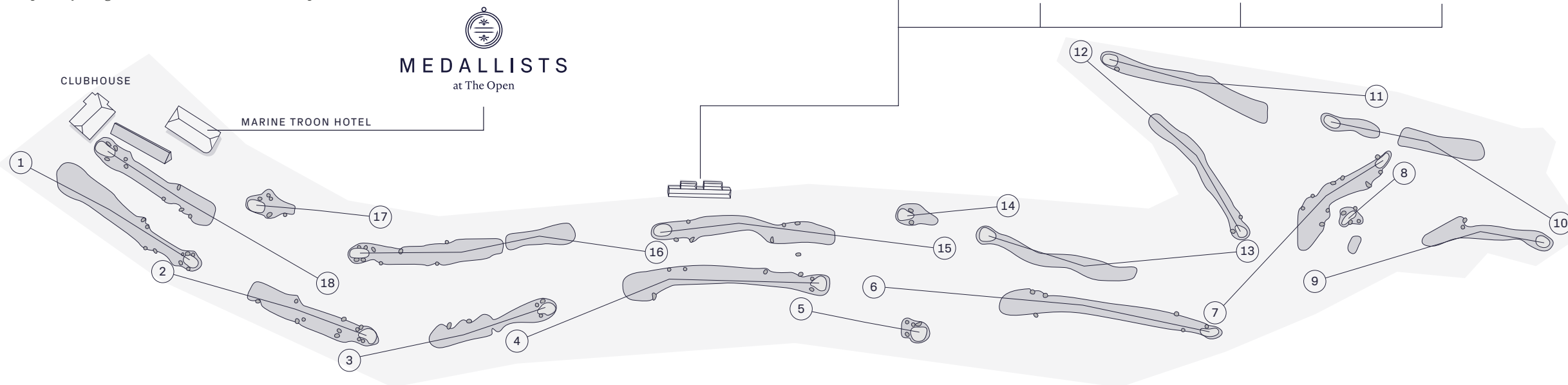
The destination of the Claret Jug could well be decided on the deceptively devilish 15th hole at Royal Troon. This stunning backdrop offers guests spectacular views from the balcony overlooking this par 4.

MEDALLISTS








Located in the reimagined Marine Troon hotel, guests are spectacularly situated next to the 18th hole. Our Medallists experience provides world-class hospitality for guests to celebrate The 152nd Open.

CADDIES, SCORERS PREMIUM & SCORERS

In the heart of the action, Caddies, Scorers & Scorers Premium is located on the lower level of the Origins Hospitality Pavilion on the 15th hole. Guests will feel at ease knowing that everything that is special about The Open is just a few steps away.



Benefits and Features

		Champions	Medallists	Engravers	Origins Suites	Caddies	Scorers Premium	Scorers
Location		On course views overlooking the 15 th hole	Overlooking the 18 th hole^	On course views overlooking the 15 th hole	On course views overlooking the 15 th hole	On course views overlooking the 15 th hole	Located on the 15 th hole^	Located on the 15 th hole^
Championship day prices from		£1850 + VAT	£1500 + VAT	£1175 + VAT	POA	£850 + VAT	£575 + VAT	£475 + VAT
Outdoor Viewing Experience		View of the course	✓	✓	✓	✓	–	–
		Private balcony	✓	✓	✓	✓	–	–
		Private garden area	–	–	–	–	✓	✓
Dining		Breakfast	✓	✓	✓	✓	✓	✓
		Flexible Lunchtime Dining	✓	✓	✓	✓	✓	✓
		4-course lunch	–	✓	✓	–	–	–
		Grazing style buffet	✓	–	–	✓	✓	✓
		Afternoon Tea/Snacks	✓	✓	✓	✓	✓	✓
		Private/Reserved tables	✓	✓	✓	✓	✓	–
Drinks		Complimentary wine, beer and soft drinks	✓	✓	✓	✓	✓	✓
		Fine wines, house spirits and Champagne	✓	✓	✓	✓	–	–
Grandstand Seats		Reserved seat in the 18 th Green Grandstand	✓	✓	✓*	–	–	–
Exclusive Experiences		Q&A with past or present player	✓	✓	✓	–	–	–
		Souvenir programmes	✓	✓	✓	✓	✓	–
		“Behind the scenes” experiences	✓	–	–	–	–	–
Access & Parking		Parking Pass (1 per 2 guests)	✓	✓	✓	–	–	–
		Parking Pass (1 per 4 guests)	–	–	–	✓	✓	✓
		Fast Track Entrance	✓	✓	✓	✓	✓	✓
Facilities		Air conditioning	✓	✓	✓	✓	–	–
		Private restroom facilities	✓	✓	✓	✓	✓	✓

* available to purchase subject to availability
^ Please note that views of the course will be disrupted.

For The Good Of Golf



The R&A is aiming to invest £200 million into the growth and development of golf around the world over the next 10 years using proceeds from The Open, golf's original Championship.

By booking premium experiences and joining us for The 152nd Open at Royal Troon, you and your guests are supporting a drive to increase participation and establish more opportunities for people of all ages and abilities to enjoy the sport. Funding provided by The R&A will help to support golf participation initiatives, coaching programmes, facilities and provision of equipment in many countries. By experiencing premium experiences at The 152nd Open you will help us support these projects and many more.

For more information go to RandA.org



Premium Experiences

The 152nd Open at Royal Troon

14 - 21 July 2024

The 153rd Open at Royal Portrush

13 - 20 July 2025

The 154th Open at Royal Birkdale

12 - 19 July 2026

Book your premium experience for The 152nd Open.
Contact our hospitality advisors now for more information.

Hospitality@TheOpen.com - TheOpen.com/Hospitality/2024 - +44 (0)1334 460090

Renders are artist impressions only and are subject to change.