

# Ryder Cup 2027 Briefing

January Meeting of  
Limerick City and  
County Council

27th January 2025

**LIMERICK**



# The History of the Ryder Cup

- The USA vs Europe competition started in 1927, resulting in the 2027 Ryder Cup in Adare Manor, Limerick being the 100-year anniversary
- The first official Ryder Cup took place in the United States in 1927 at Worcester Country Club in Worcester, Massachusetts
- The competition takes place every two years, with the venue alternating between courses in the United States and Europe
- It is a mens matchplay competition comprising of at team of 12 on each side contesting a foursome, a fourball and singles competition over 3 days
- The figure is on the top of the trophy is Abe Mitchell, coach to Samuel Ryder trophy, a prominent golfer in Britain during the 1920s





## Paris 2018



## Wisconsin 2021



## Rome 2023

## New York 2025



# Last European tee in Rome..... next European tee in Limerick









MOST GLOBALLY BROADCAST RYDER CUP  
**201 COUNTRIES**

**THE MOST WATCHED**  
RYDER CUP ON  
sky sports  
**ON RECORD**

**3.7M**

VIEWERS ON SKY SPORTS UK

**32,000** ROOM NIGHTS  
USED IN ROME

**300 DAY** BUILD FOR  
RCE STAFF

**57K HOSPITALITY GUESTS**

BIGGEST  
ATTENDANCE  
ON RECORD



**271K** FROM MORE  
COUNTRIES THAN  
EVER BEFORE

**9%**

INCREASE  
IN ATTENDANCE  
VS 2018

**1,500**

VOLUNTEERS



# Economic Impact of the Event

	Italy, Rome	France, Paris
Total Economic Impact	€262 MILLION	€235 MILLION

There was an 11% increase in Italy in economic impact compared to Paris 2018





# Year to Go Event New York 2024

Captains  
Press  
Conference

Captains Dinner

Captains Photo  
Shoot

ATLANTIC EDGE  
**LIMERICK**  
EUROPEAN EMBRACE





# Ryder Cup Adare Manor Limerick 2027



# Ryder Cup 2027 Event Objectives of Government of Ireland

## Economic

Deliver a long-term economic legacy for Ireland following the hosting of Ryder Cup 2027.

Generate a strong economic impact for Adare, Limerick and Ireland from the hosting of Ryder Cup 2027.

Build the international reputation of Ireland as a major sports event host nation.

Maximise the Ryder Cup's global audience to profile Ireland as a place to invest and do business.

Showcase Ireland as a world class golf tourism destination and contribute to growing the value of tourism across the country.

## Sport

Grow participation levels in golf across the country.

Increase the accessibility of golf as a sport for all.

Enhance our high-performance golf environment to enable Irish golfers achieve sustained international success.

Ensure Ryder Cup 2027 delivers a sport legacy for golf across the country.

## Community

Celebrate and highlight the role and culture of sport in our communities.

Communicate the local, regional and national pride in hosting the Ryder Cup in Adare, Limerick, Ireland.

Ensure our visitors to the Ryder Cup receive a world class welcome in our host communities across Limerick and the wider region.

Grow public interest and awareness of Ryder Cup 2027.

Develop new sport, tourism and economic opportunities for Limerick and regional communities as a legacy of Ryder Cup 2027.

Promote inclusivity, diversity, and accessibility in the promotion and experience at the events, ensuring all individuals are valued and have equal opportunities to participate in all events.

## Environment

Endeavour to ensure that the Ryder Cup 2027 is the most sustainable Ryder Cup ever hosted.

Endeavour to ensure the hosting of the event has a positive impact on our approach to climate action.

Integrate technology and smart event solutions across all event management practices.

Reduce our event 'food miles' through the use of local food suppliers where possible.

Respect human rights in line with Ireland's legal obligations under domestic, EU and international law.

Endeavour to ensure that Ireland is recognised as a sustainable destination as a legacy from hosting Ryder Cup 2027.



**ADARE MANOR**  
LIMERICK, IRELAND



## RYDER CUP PLAN '27 VISION

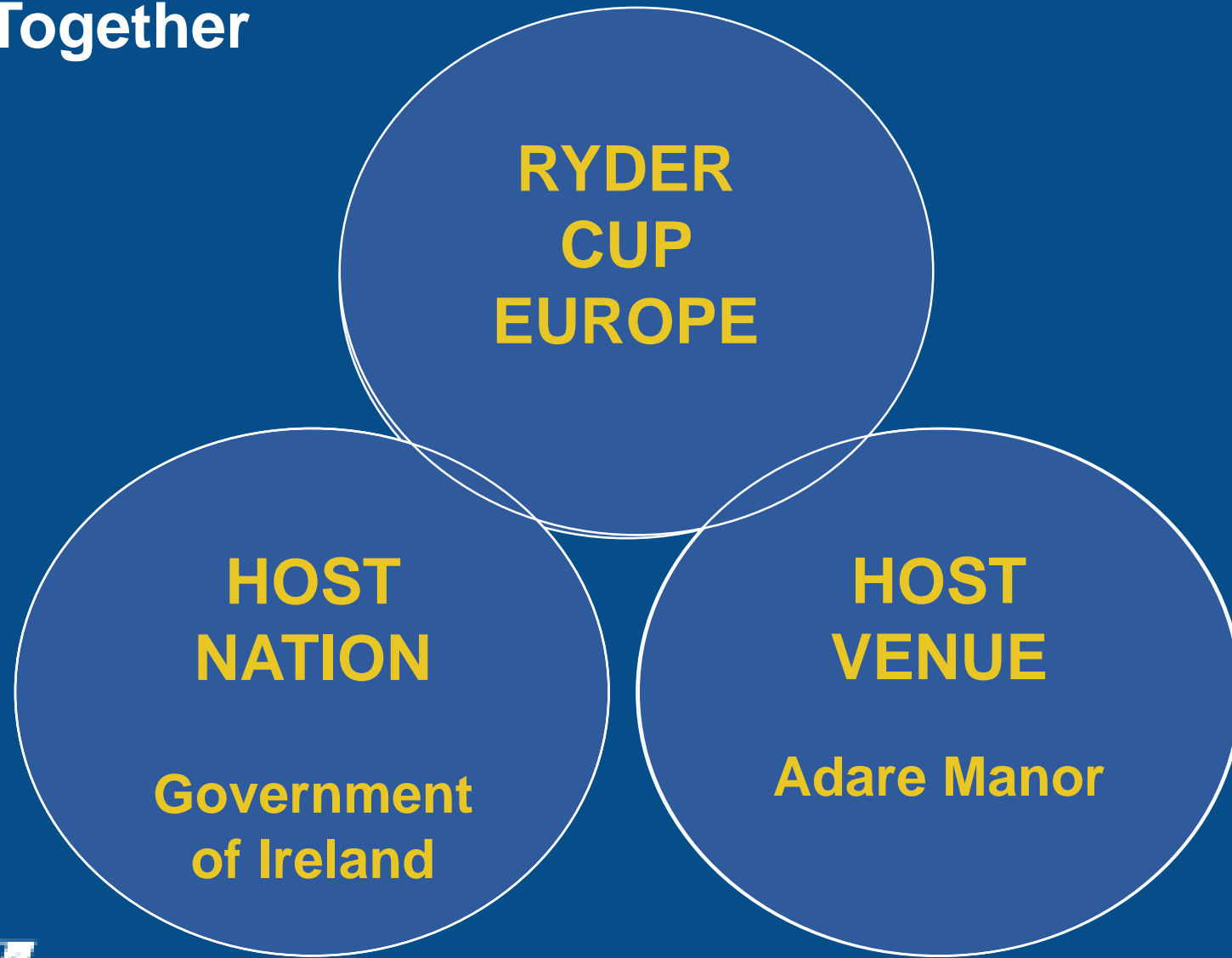
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The everyday energy of Limerick delivers THE BEST POSSIBLE WELCOME in a RE-IMAGINED DESTINATION OF THE FUTURE against the backdrop of a WORLD CLASS GREEN DIGITAL eco-system delivering the most sustainable Ryder Cup event.

- 1 DELIVERING THE BEST POSSIBLE WELCOME
- 2 CONNECTING OUR RE-IMAGINED DESTINATION  
- EVENT DESTINATION OF THE FUTURE
- 3 SUSTAINABILITY INNOVATORS  
- DIGITAL GREEN HOSTS

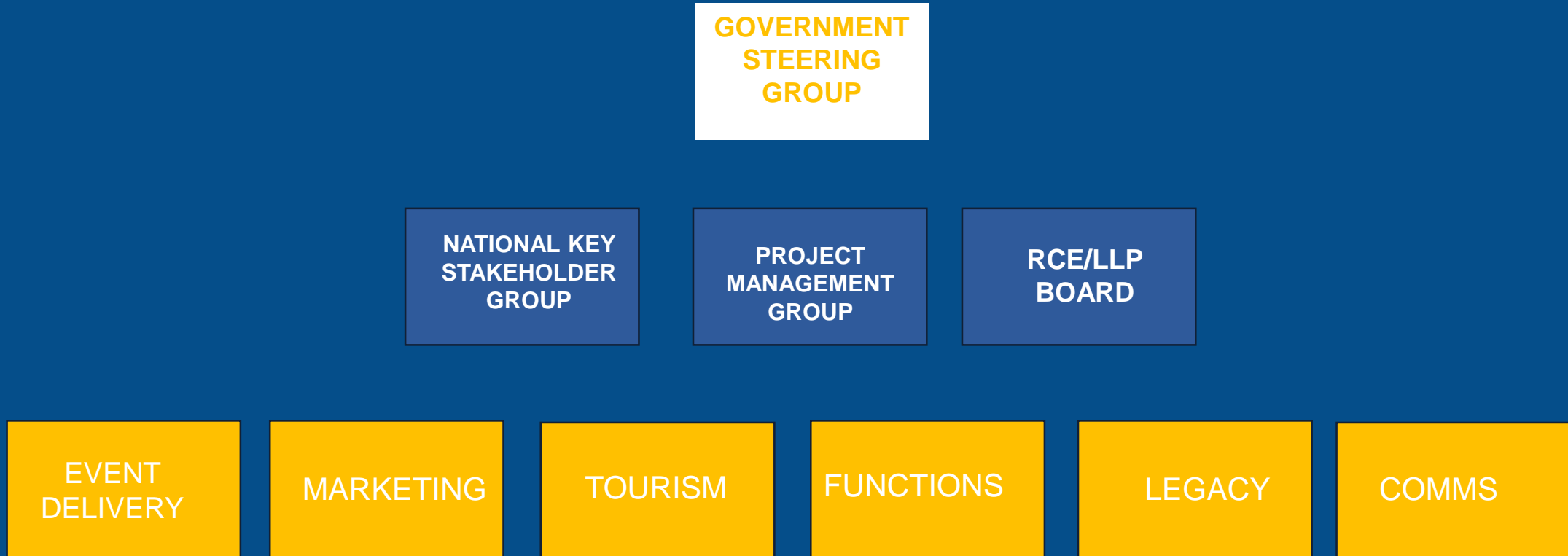


# How We Work Together





# Working Group Structure



# Event Priorities



Accommodation



Tour Operators



Transport Plan



Legacy



Stakeholder  
Collaboration



Community  
Engagement



# Legacy Ambition for Limerick

- World class event experience
- Deliver the most sustainable Ryder Cup yet
- Limerick as an international leisure tourism destination
- Accessibility of the Mid West Region
- Tourism wayfinding and orientation
- Tourism capital projects
- Community capital projects
- Community engagement
- Festivals, events & cultural programme
- Public realm

**LIMERICK**





# Legacy Leveraging 2027



## AREAS OF FOCUS

### LEGACY FOCUS

1



Host Community

2



Host City and  
Tourism Destination

3



International  
connectivity

4



Sport Economy &  
Enterprise Development

5



Event and Cultural  
Legacy

6



Sustainability







September 23-28, 2025 • Bethpage Black Course, Farmingdale, NY

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More great  
news for  
Limerick

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## BALLYNEETY GOLF CLUB TO HOST 2027 JUNIOR RYDER CUP

By Jay Aggarwal On November 18, 2024 9:00 UTC

**September 2025**

**Bethpage Black  
New York**

**Handing over of the  
putter.....**

**LIMERICK**







A DAY IN ADARE

2027 RYDER CUP  
**ADARE  
MANOR**



## Conclusion

Limerick are extremely excited about the event coming and there is huge public awareness and goodwill already.

Limerick City and County Council will continue to work closely with all stakeholders to secure the best outcome for Limerick.

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# Ryder Cup 2027 Adare Manor, Limerick

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