

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 a 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

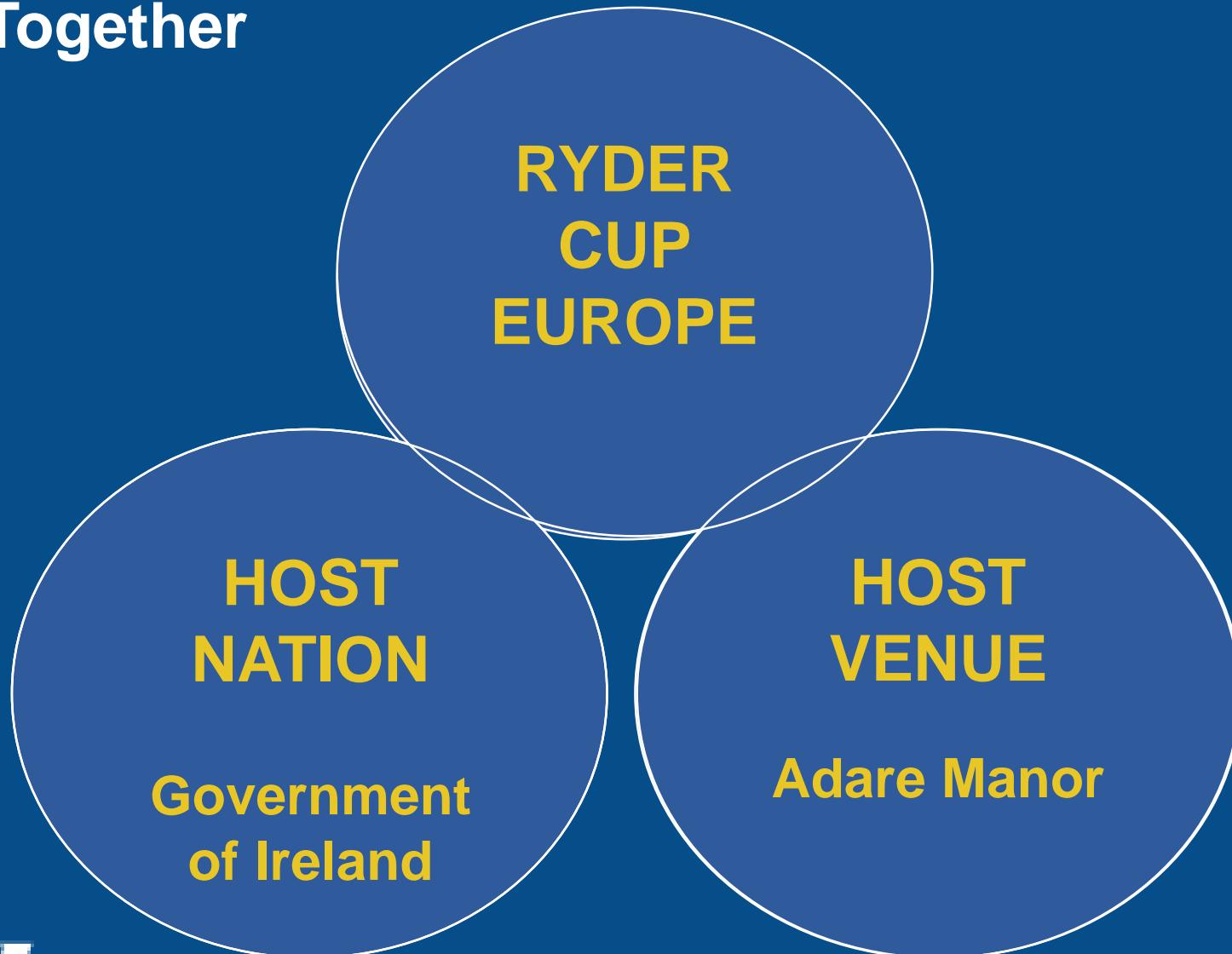
RYDER CUP PLAN '27 VISION

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.

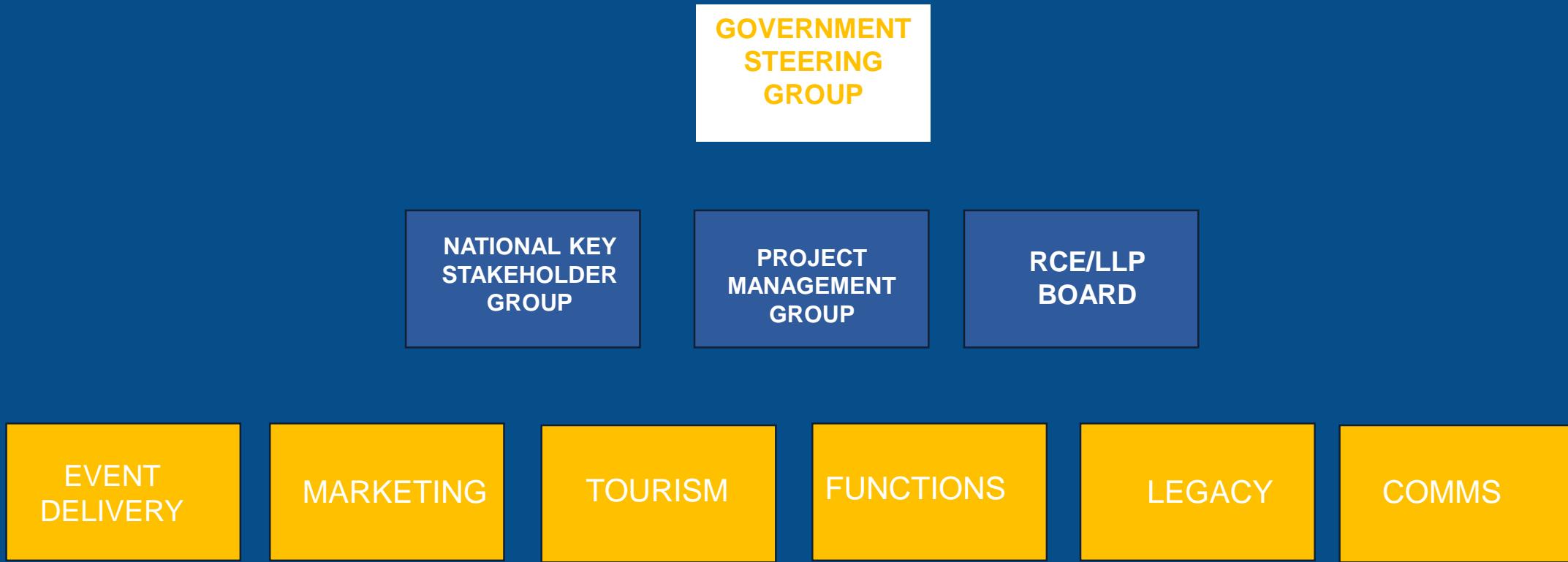
- 1** DELIVERING THE BEST POSSIBLE WELCOME
- 2** CONNECTING OUR RE-IMAGINED DESTINATION - EVENT DESTINATION OF THE FUTURE
- 3** SUSTAINABILITY INNOVATORS - DIGITAL GREEN HOSTS



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



More great news for Limerick

LIMERICK



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

RYDER CUP 2025

Rankings Tickets Latest About

Access Tickets

Shop

FARMINGDALE 12:01

YOUR TIME 12:01

ROLEX

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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