

**ANGUS COUNCIL**

**ECONOMIC DEVELOPMENT COMMITTEE**

**21 August 1997**

**SUBJECT: PARTICIPATION IN EXHIBITION - OPEN GOLF CHAMPIONSHIP AT ROYAL TROON**

**REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT**

**Abstract: This report seeks homologation of the decision to attend the Royal Troon Golf Open in July, participating in the Scottish Tourist Board Display Stand.**

**1 RECOMMENDATION**

- 1.1 The Committee is asked to homologate the decision taken by the Director of Planning in consultation with the Convener of Economic Development and the Carnoustie 1999 Marketing & Promotion Steering Group to attend the Royal Troon Golf Open 14th July - 19th July, 1997 to promote 'Carnoustie Country' and Angus Golf holidays.

**2 INTRODUCTION**

- 2.1 The Scottish Tourist Board (STB) had arranged for a display stand at the tented village for the Royal Troon Open Golf Championship. The stand was to be shared between local tourist boards, including the Angus and Dundee Tourist Board (A&DTB) The opportunity for Angus Council to participate in the stand arose due to the withdrawal of one of the tourist boards.

**3 PROJECT**

- 3.1 The opportunity was taken to utilise one third of the STB stand space alongside STB and A&DTB. Staff from STB and A&DTB helped with the manning of the whole stand, as well as providing additional promotional material. The Council's participation was used to promote the "Carnoustie Country" theme which has been consistently featured in the run up to the 1999 Open at Carnoustie.
- 3.2 Staff from the Economic Development Unit manned the stand on a rota basis for the week of the Open Championship. The 'Carnoustie Country' newsletter, initially used for the 1995 Scottish Open, was modified and reprinted for distribution. It will also be used as a flyer until early 1999. A three minute video promoting Carnoustie as the Open 1999 venue was produced from edited footage used for the 1995 Scottish Open. This was shown on the stand, using wide screen video equipment sponsored by McMillan UK, Arbroath.
- 3.3 The Open Golf Championship attracted 250,000 attendees which was slightly down on the previous year.

- 3.4 The customers' response to the stand was significant. Distribution of promotional material was as follows: 900 Tourist Accommodation guides with subsequent requests for more being received by the Tourist Board. 1000 golf booklets, 1000 Carnoustie Country newsletters and 500 postcards of new Carnoustie Hotel. R & A produced official leaflets to promote Carnoustie as a venue for the 1999 Open. Some 100,000 leaflets were printed and a substantial number of these were distributed throughout the Troon tented village and from the Angus exhibition stand. Two thousand names and addresses of interested golfers were obtained, which will significantly enhance the ADTB's database for use in future mailshots, and promotions. The Letham Grange Hotel, which had provided a free golfing weekend to attract interest, received worthwhile enquiries for accommodation in 1999.

#### **4 FINANCIAL IMPLICATION**

- 4.1 There was no cost to the Council for display stand space
- 4.2 Revamping and reprinting 4000 copies of 'Carnoustie Country' Newsletter cost £2,000.
- 4.3 Editing and retitling the Video and preparing it for a circulating 3 minute loop cost £250.
- 4.4 The cost associated with the above can be met from the Economic Development Revenue Budget for marketing in the current financial year.

#### **5 CONSULTATION**

- 5.1 The Chief Executive, Director of Law and Administration, Director of Finance have been consulted in the preparation of this report.

#### **6 CONCLUSION**

- 6.1 Participation in the Royal Troon Open Championship provided a good opportunity to develop and promote the future Carnoustie Open in 1999, and to reinforce the brand name of 'Carnoustie Country' working in partnership with the local A&DTB, and the STB. Participation at next year's Royal Birkdale Open Championship would be worthwhile to secure maximum publicity for Carnoustie the following year.

#### **NOTE**

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

AA/DV/NP/SW/JH/MR

7 August 1997

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