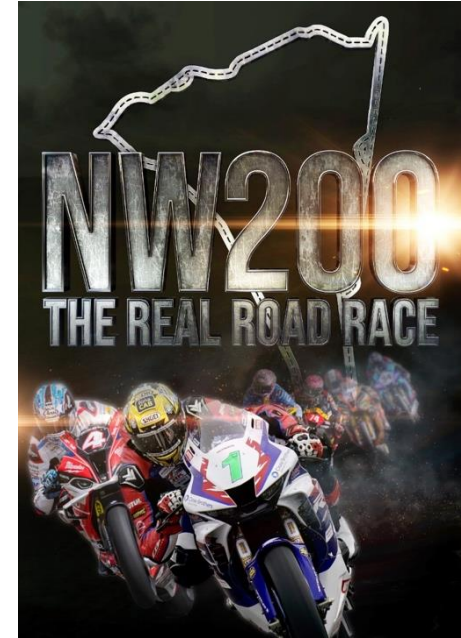




Capturing Sports Driven Demand

Sian Young, Sustainable Business & Corporate Affairs Director
Britvic Ireland

2026 Is A Great Year For Sport In Northern Ireland



* 2022 compared to 2027

The Sports Driven Guest Experience Challenge

What They Expect

Faster service, earlier starts,
later finishes.

Sense of Occasion &
Atmosphere

Convenience > Luxury

What They Won't Tolerate

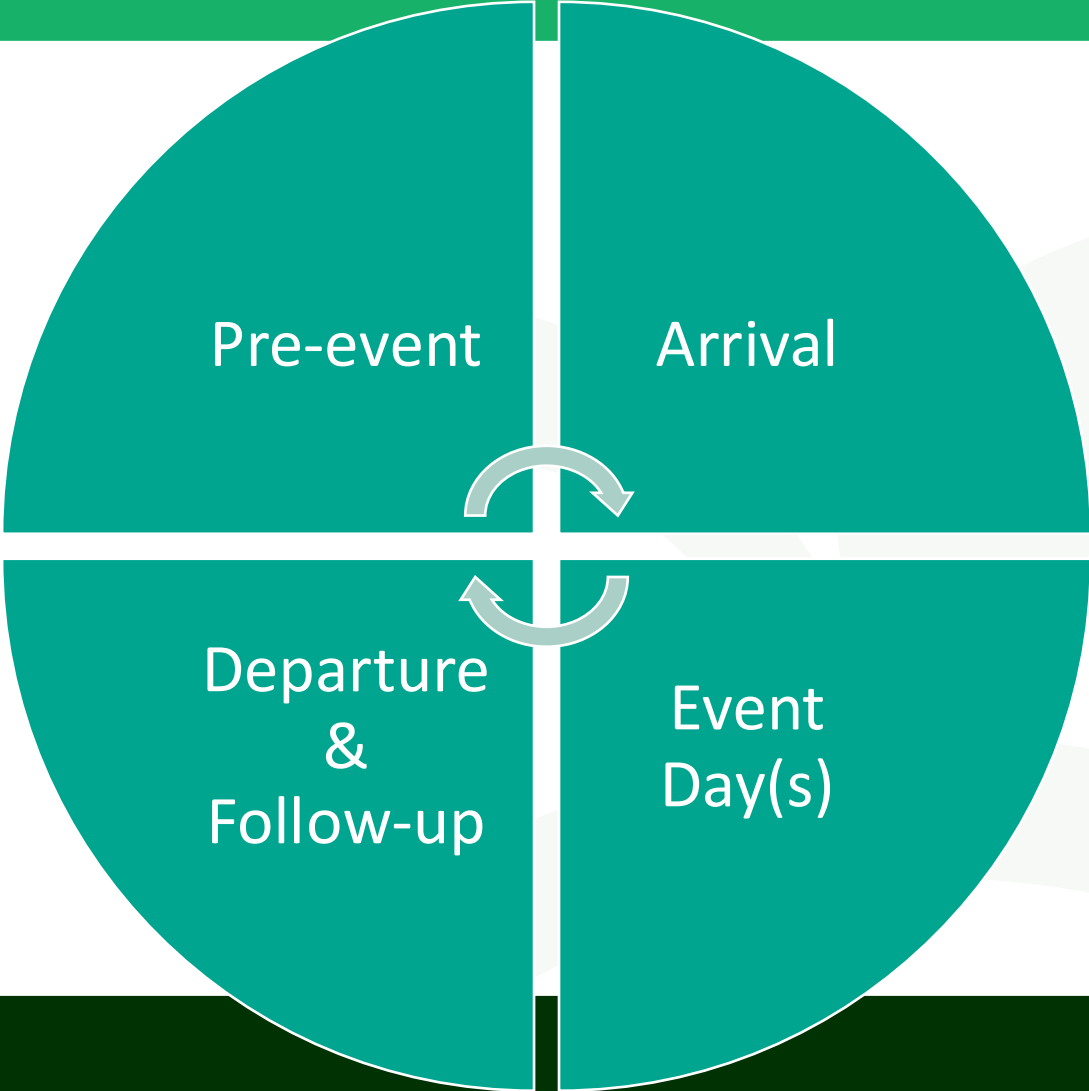
Long waits

Noise and nighttime disruption

Poor signage, confusion

A sold-out house does not guarantee a great experience

The Event Life-Cycle



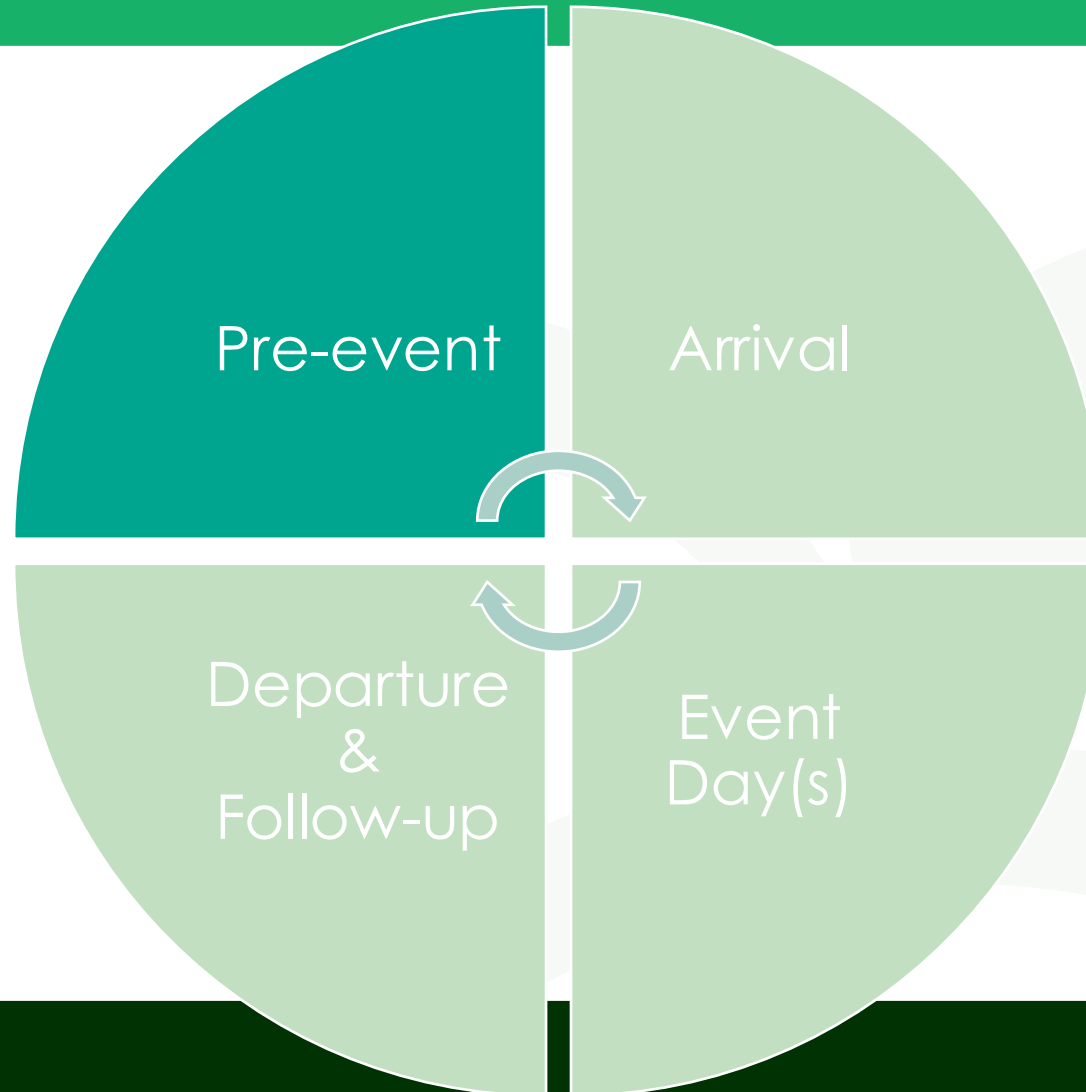
The Event Life-Cycle

Set yourself up to win:

Segment bookings e.g.
Fan/spectators,
Team/participants, Sponsors

Communicate early (menu,
timings, transport)

Forecast Demand &
contingency options: Refill
offers agility & sustainability
benefits




Inspiration: The Clayton Manchester City

MENU

CLAYTON
HOTELS

Login



Football Frenzy- Package includes Complimentary Breakfast

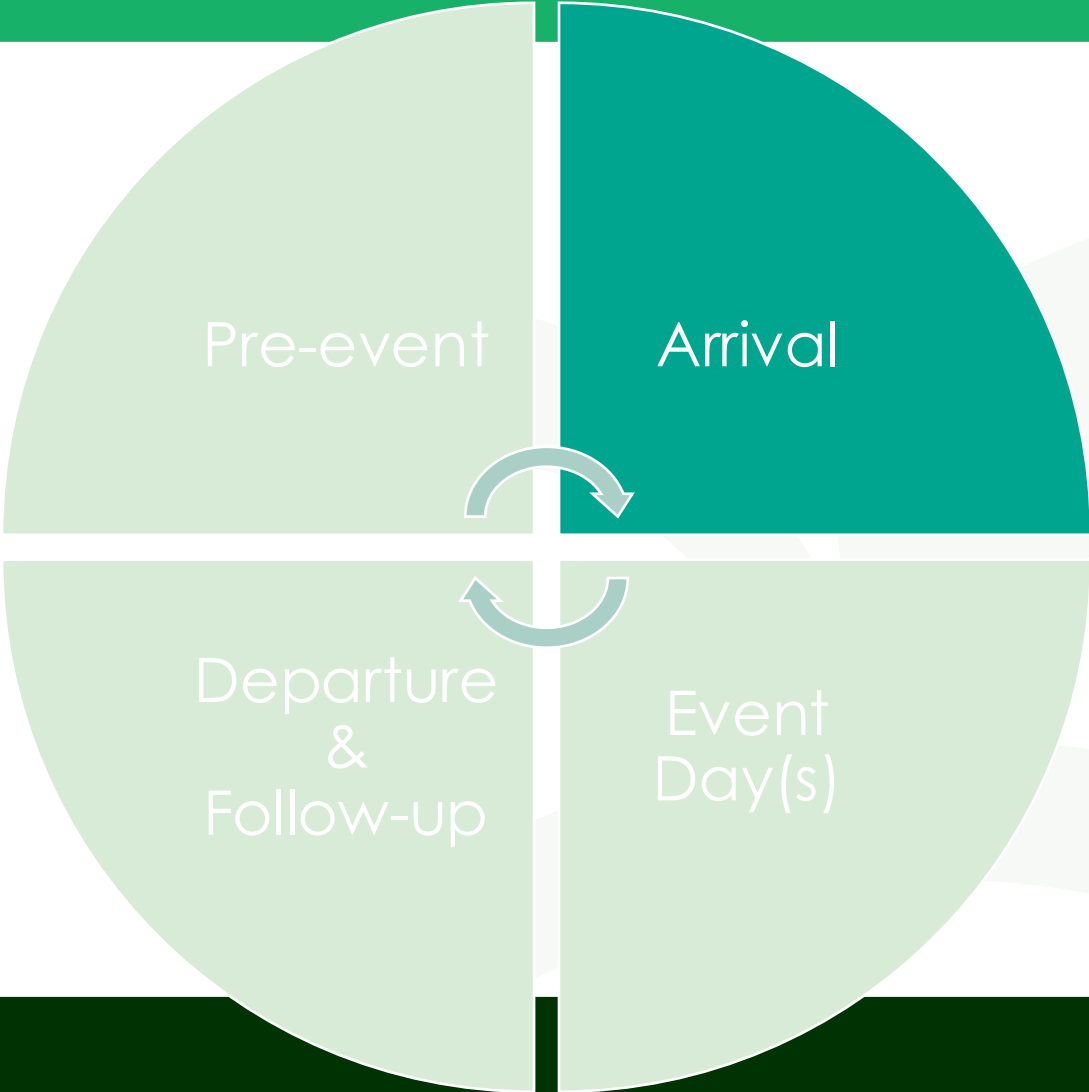
Kick off your matchday experience with a stay at Clayton Hotel Manchester City Centre, just a short walk from the tram, making it easy to reach Old Trafford or Etihad stadium!

- Complimentary Clayton Vitality Breakfast in the morning
- Convenient access to train station for access
- Free cancellation up to 2pm the day prior to arrival
- Save an extra 15% every night with Click on Clayton

[Terms & Conditions](#) ▾

[f](#) [x](#)

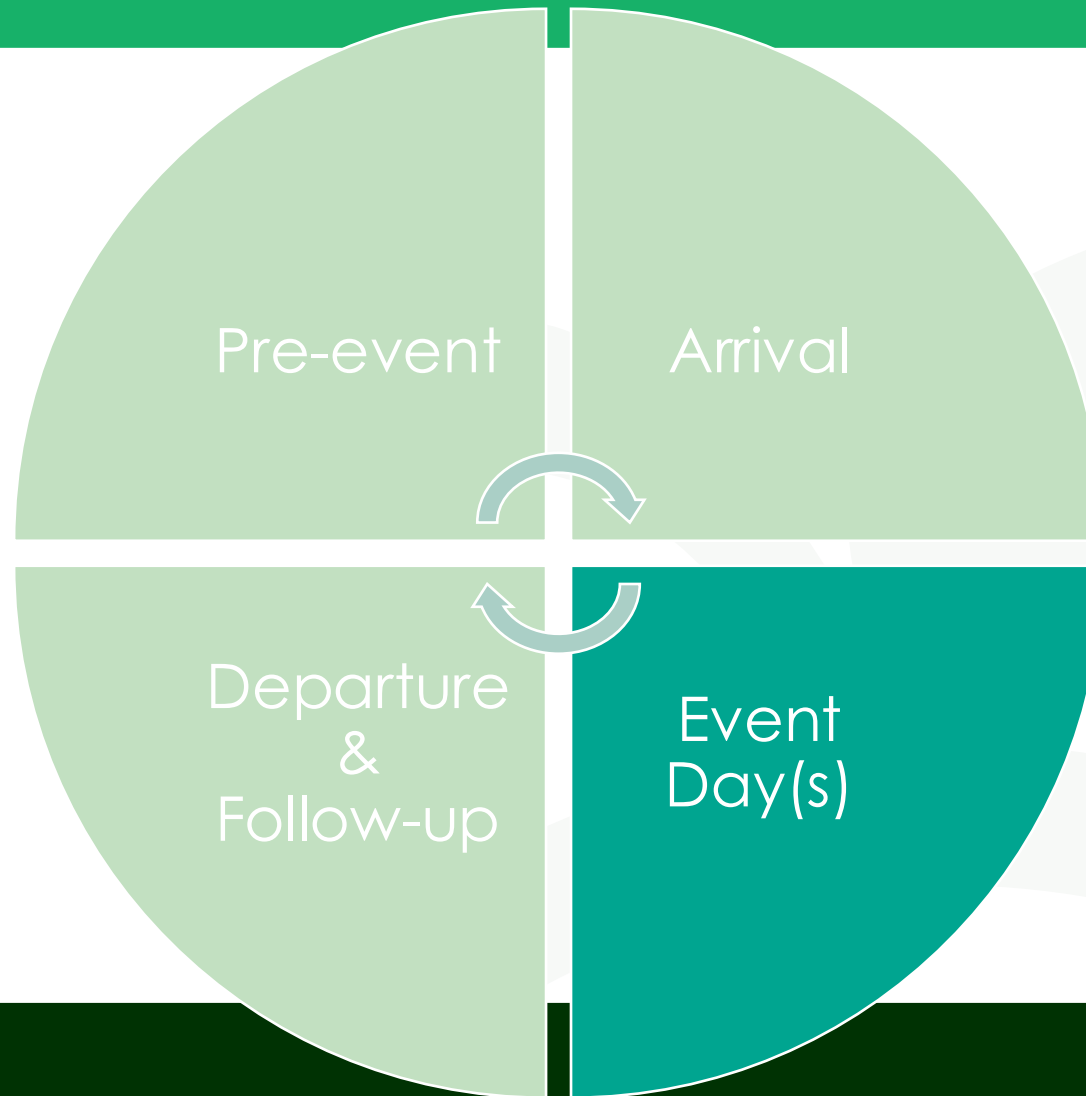
The Event Life-Cycle



First Impressions Define Reviews:

- Clear signage
- Grab-and-Go Food & Hydration
- Fast check-in

The Event Life-Cycle



Pressure Meets Opportunity:

Staggered breakfast waves

Simplified High Velocity menus

Water & Soft Drinks designed for speed and hydration rather than complexity

Inspiration: The Westin London City & London Marathon

THE WESTIN
LONDON CITY



Best Hotel to Stay for the TCS London Marathon

My top choice (and granted, I'm a little biased) is the [Westin London City](#). It's one easy train to the start line and just a few stops on the District line from the finish line. Plus the race passes right outside the hotel at Mile 23, making it the ideal hotel for your spectators as well as runners.

Not only do they have a marathon cheer zone with hard-to-miss bright yellow pom-poms, you can get creative at the Sign Making station in the lobby while keeping track of the elite athletes on the giant TVs.

Your carb load and pre-run breakfast are taken care of with a pre-race pasta dinner and runners breakfasts, plus snack packs to take with you to the start line. And the lending Gear Lending kits complete with Hyperice massage guns and hypersphere mini balls as well as the on-site spa facilities will ensure you prep and recover properly post-race.

www.runnerbeans.com

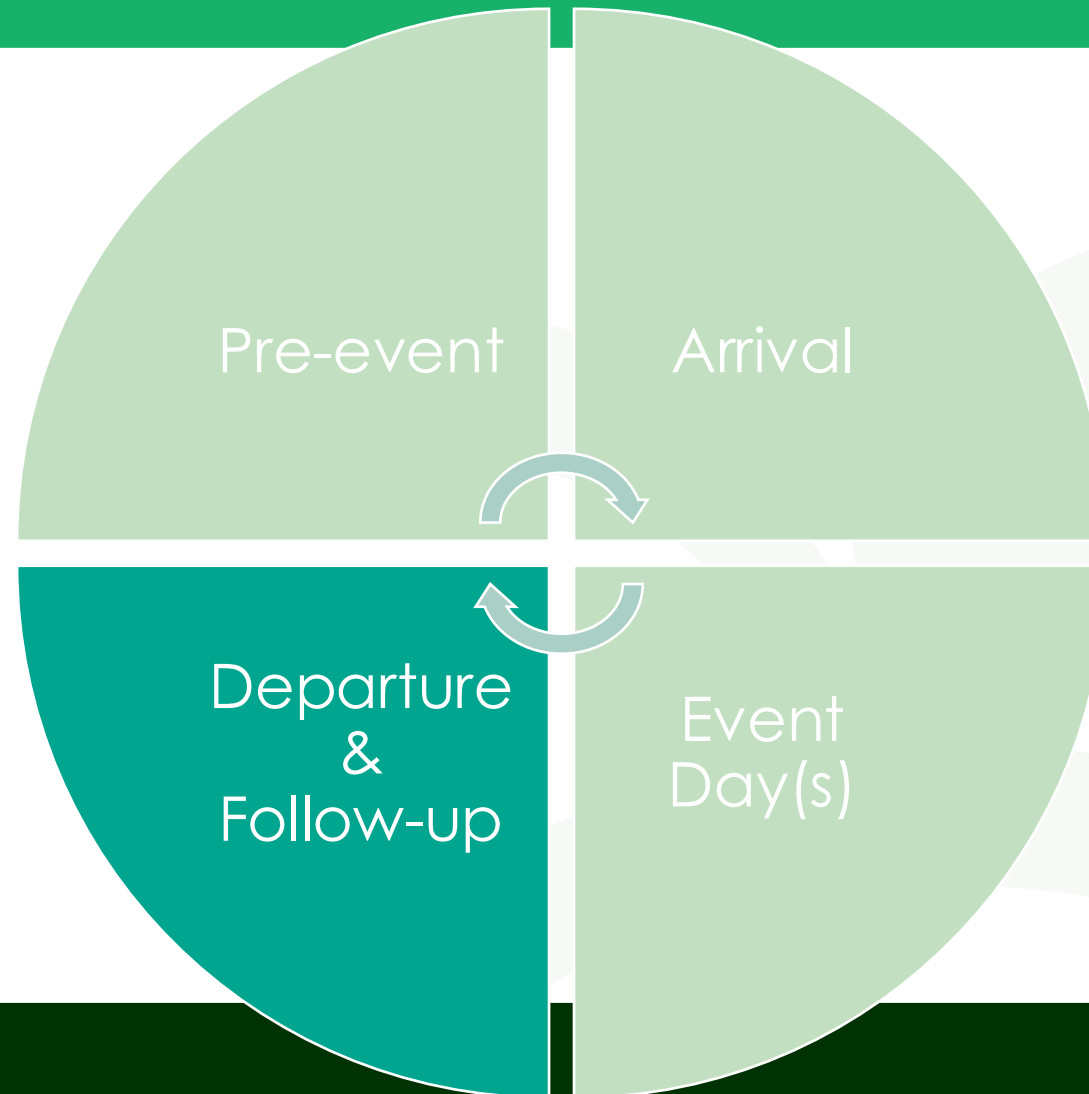
The Event Life-Cycle

Re-Marketing As They Leave:

Smooth Checkout

Prompt review requests

Event-Specific Remarketing
"See you next season"



F&B During Sporting Peaks: The Easiest Margin Win



Hospitality venues that redesign menus for “occasion moments” consistently outperform those that simply extend opening hours.

- Pre-event dining – simplified menu, fast service at the right time.
- Post-event celebration and sharing menus
- Themed cocktails
- Emphasise local ingredients and an authentic Northern Irish experience
- Non-alcoholic & hydration options for early risers, teams & drivers



Higher Prevalence of Tee-Totallers – Make It Fun!

Offer sophisticated alternatives to alcoholic drinks for non-drinkers to ensure they receive a premium experience.

You can even promote non-alcoholic food pairings:

- Virgin Mojito: Pair with light appetizers like Bruschetta for a crisp, fresh finish.
- Berry Sparkler: Best for grilled chicken or fish to balance savoury flavours.
- Enhanced Lemonades (Mint/Ginger): Pair with Mediterranean dishes or Sushi rolls.
- Agua Fresca: The sweetness balances spicy Mexican or Caribbean-inspired dishes.



The Ryder Cup: Are You Ready?

A CENTURY OF SPORTSMANSHIP, INNOVATION AND RIVALRY.

A defining moment, for golf, for sport, for Ireland.

Our most epic iteration yet.

Irish warmth. Global passion.

An occasion not to be missed.



* 2022 compared to 2017

A Competition Like No Other

CREATING MORE THAN JUST A GOLF EVENT.

- 57% MALE** / **43% FEMALE**
- 67%** Ryder Cup fans under 35
- 50%** 2023 ticket buyers under the age of 40
- 40%** Ryder Cup viewing audience in Asia
- 74%** Ryder Cup fans also a fan of other sports

FOLLOW

- 388M** Global Ryder Cup Fan Base
- 11.3BN** Social Media Impressions Across the Internet

WATCH

- 201** Countries watched in 2023
- 41M** Ryder Cup Recorded Viewership

ATTEND

- 271K** Ryder Cup Attendees
- 140** Countries represented in the ticketing ballot
- 750K** Ryder Cup Ballot Entries

CAPTIVATING AUDIENCES ON BOTH SIDES OF THE ATLANTIC AND GLOBALLY.

Sources: GWI, Ryder Cup

ENGAGING SPORT'S MOST PREMIUM AUDIENCE.

87% of ticket buyers for the 2023 Ryder Cup were within the medium or high socio-economic bands

Household Income: \$150,000+

- 271** (Ryder Cup)
- 213** (MLB)
- 153** (NBA)
- 128** (NFL)

Gen Pop 100

Source: YouGov

The Opportunity Starts Here

The Ryder Cup will be a driver of golf-related tourism over the next 2 years presenting a boost to the annual £89million Northern Ireland golf tourism industry.

Major uplift in visitors and spend during Ryder Cup years.

Metric	Normal Year	Ryder Cup Year	% Increase
Visitors	29,400	40k–50k	+35–70%
Spend	£2,200	£3k–£5k	+35–120%
Hotel Rates	Base	Premium	+50–150%



* 2022 compared to 2017

Inspiration: The Kimpton Hotel Monaco, Washington DC and the Football World Cup

Capital City Kickoff: World-Class Soccer Road Trip

With effortless access to major airports and regional match cities, Washington, DC is an inspired home base for culture, celebration, and global sporting moments in the capital.



Travel

Make Washington, DC your home base for the world's biggest matches. Fly into Ronald Reagan Washington



Visit

Between games, experience the capital's icons, from the National Mall and Smithsonian Institution to open-



Exhibition Soccer

Guests can also plan around a marquee soccer event in March 2026, when France and Colombia

The 3 Rules of Sports-Ready Hotels

1. Plan for the Peak – don't just price it
2. Design the experience for the occasion
3. Simplify to win (speed is luxury)



Sports-ready hotels don't survive big weekends. They're built for them!