



THE OPEN[®] EXPERIENCES

154th
ROYAL BIRKDALE

12 - 19 JULY 2026

THE 154TH OPEN

In the time-honoured history of golf, there is one Championship that stands apart from the rest. It is iconic. A singular examination of skill, nerve and the fortitude to withstand anything that nature might send your way. It is The Open. Contested for more than 150 years, it remains golf's purest test.

For players and fans alike, The Open is a pilgrimage. It is an unforgettable journey that honours the greatest traditions of the game and pays tribute to the glory of its champions. It is the Claret Jug, the Gold Medal, and the Champion Golfer of the Year.

The Open is an experience – a journey that is without compare in its ability to stir the imagination and create memories that last a lifetime.

Now, The Open can be your experience. From access packages that provide you with a passport to watch the world's greatest players up-close, to elevated viewing that raises your experience, to fine dining and hospitality options, The Open has an experience for everyone.





ROYAL BIRKDALE

For the legends of golf, these Southport links are iconic. They are a coastal passageway to greatness, but only for those who possess the skill and nerve to withstand this timeless test.

They were first called here in 1954. That's when the legendary Peter Thomson emerged victorious and raised the Claret Jug in triumph – the first of his five Open titles.

In the seven decades since, they have returned with regularity, each player hoping to earn the title, Champion Golfer of the Year.

Royal Birkdale brings out the best in the best. It is where legends are made and history is written. In 2026, for the 11th time, the greatest players in the game will gather here, on the iconic links of Merseyside, in a quest for greatness.





EXPERIENCES

154TH OPEN ROYAL BIRKDALE

THE OPEN EXPERIENCES

For The 154th Open at Royal Birkdale, we are introducing a unique experience offering that enables you to choose your level of hospitality, and gain access to various venues and outposts throughout the course.

Experience The Open unlike ever before.

SIGNATURE



PLATINUM



PREMIUM



SELECT



SIGNATURE

A once-in-a-lifetime opportunity

As one of the few guests in **Signature**, you'll enjoy exclusive access to *Clarets* perfectly positioned overlooking the 17th green at Royal Birkdale. Take in the iconic par 5, while indulging in world-class hospitality.

Beyond *Clarets*, immerse yourself in the heart of the Championship with exclusive access to behind-the-scenes experiences. Witness the action up close with your reserved grandstand seat on the 18th green, you'll be perfectly placed, never missing a moment of the drama.

With **Signature**, every moment gets you closer to the action as your experience extends into *Dunes House*, *The Retreat* and *Links* ensuring you don't miss a moment of hospitality or the world-class golf on show.



Signature benefits and inclusions

Access

- *Clarets*, overlooking the 17th green
- *Dunes House*, overlooking the 15th green
- *The Retreat*, overlooking the 7th green
- *Links*, near the 4th hole

Viewing

- Course admission with priority access
- Reserved 18th green grandstand seat
- Standing platforms overlooking the 4th green, 7th green and 10th fairway

Experience

- Behind-the-scenes experiences with unprecedented access to restricted areas
- Q&A session with a past or present player
- Photo opportunity with the Claret Jug
- Fast track to The Open Shop

Signature dining and drinks

- Breakfast options within each dining space in *Clarets*
- Multiple exciting lunch options throughout *Clarets*
- A delicious selection of afternoon snacks on your return from the course
- Charcuterie-style lunch and snacks served in *The Retreat*
- Full complimentary bar including Champagne, fine wines, beer, spirits and soft drinks within *Clarets*, *The Retreat*, the *Platinum Lounge* and *Links*
- All food and drinks are complimentary within Signature, Platinum & Premium



PLATINUM

Savour every moment at The Open

The **Platinum** experience gives you access to your dedicated lounge within *Dunes House*, where you will be able to access all three floors, providing stunning views of the 15th green and 16th tee as well as a variety of dining experiences.

Your experience extends beyond *Dunes House* and *Links*, with entry to *The Retreat*, a luxurious Champagne lounge overlooking the par 3, 7th green. Enjoy unparalleled views from standing viewing platforms around the course, ensuring you witness every moment of the action up close.



Platinum benefits and inclusions

Access

- *Dunes House*, overlooking the 15th green
- *Platinum Lounge*, within *Dunes House*
- *The Retreat*, next to the 7th green
- *Links*, near the 4th hole

Viewing

- Course admission with priority access
- Standing platforms overlooking the 4th green, 7th green and 10th fairway
- Access to a dedicated viewing area next to the 18th green

Experience

- Test your skills on the Toptracer simulators
- Q&A session
- Fast track to The Open Shop

Platinum dining and drinks

- A variety of breakfast options across venues
- Multiple culinary experiences and restaurants within *Dunes House* & the *Platinum Lounge*
- Charcuterie-style lunch and snacks served in *The Retreat*
- Full complimentary bar including Champagne, fine wines, beer, spirits and soft drinks within the *Dunes House*, the *Platinum Lounge*, *The Retreat* and *Links*
- All food and drinks are complimentary within Signature, Platinum & Premium



PREMIUM

Immerse yourself in The Open

Savor breathtaking views of the 15th green and 16th tee from the balcony of the *Dunes House*, our hospitality exclusive triple deck, where you will witness world-class golf unfold before your eyes. Step inside to unwind and indulge in a curated selection of gourmet dishes, expertly crafted by our chefs from an array of restaurants and bars.

With unparalleled sightlines to the action, you'll be perfectly positioned to experience every thrilling moment as the Championship drama unfolds. On the course, you'll have access to various viewing platforms, ensuring you enjoy unparalleled vantage points of the action up close.



Premium benefits and inclusions

Access

- *Dunes House*, overlooking the 15th green
- *Links*, near the 4th hole

Viewing

- Course admission with priority access
- Standing platforms overlooking the 4th green, 7th green and 10th fairway

Experience

- Test your skills on the Toptracer simulators
- Q&A session
- Fast track to The Open Shop



Premium dining and drinks

- A variety of breakfast options within *Dunes House*
- Multiple culinary experiences and restaurants within *Dunes House* for lunch and afternoon snacks
- Full complimentary bar including Champagne, fine wines, beer, spirits and soft drinks within the *Dunes House* and *Links*
- All food and drinks are complimentary within Signature, Platinum & Premium





SELECT

Kick back in the heart of The Open

With **Select**, a ticket plus experience, you will enjoy access to *Links*, a specially designed area that brings a relaxed festival vibe and exclusive food and beverage options, while keeping you close to the on-course action.

With access to a viewing platform next to the par 3, 4th green, you'll watch the world's best players up close as they make their way through the front nine.

With undercover and outdoor seating back at base, you will walk the course at ease and can head back to base to refuel whenever you like.



Select benefits and inclusions

Access

- *Links*, near the 4th hole

Viewing

- Course admission with priority access
- Standing platforms overlooking the 4th green
- On course complimentary grandstands

Experience

- A private area with a mix of covered* and outdoor seating
- Large screens showing all the action

Select dining and drinks

- £25 food voucher to use at a selection of gourmet food trucks in the private area
- Access to purchase drinks at the private bar within *Links*

*Please note, the *Links* area may become busy during inclement weather

EXPERIENCE AREAS

Our enhanced experiences grant exclusive access to a collection of first-class facilities, each strategically positioned around the course to offer different perspectives and an unparalleled connection to the event's action. From refined dining that overlooks Birkdale's iconic holes to luxurious spaces designed for comfort and sophistication, these prime locations ensure that every moment at The Open is spent in ultimate style.



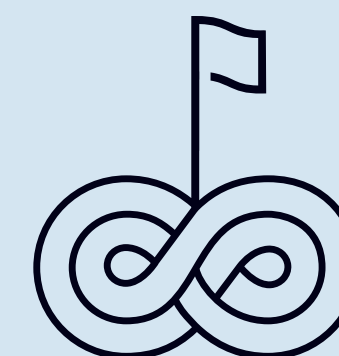
CLARETS



THE RETREAT































DUNES HOUSE

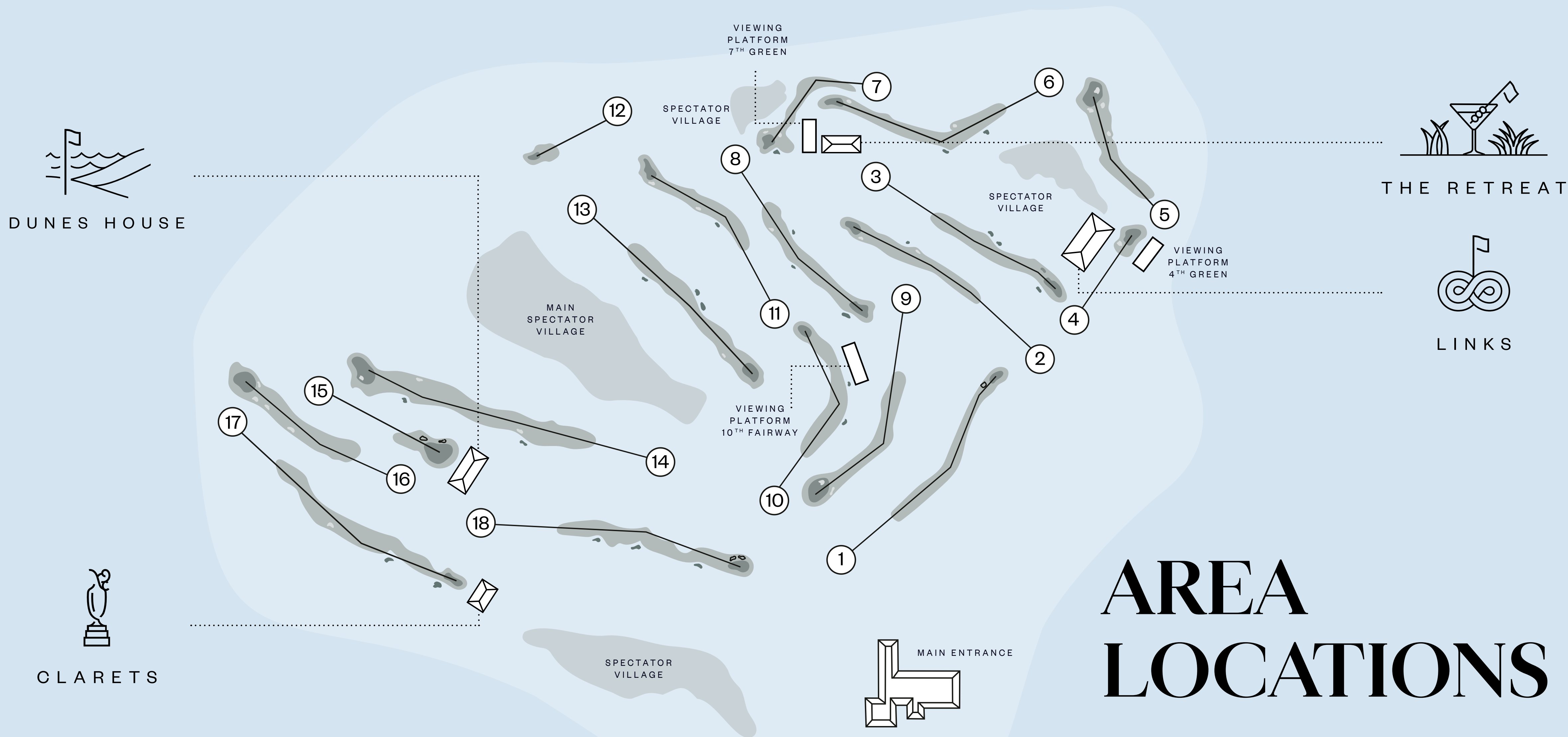


LINKS

AREA ACCESS

Each of our enhanced experiences are curated to provide a unique way to enjoy unmissable golfing access, while enabling you to choose your level and gain access to our venues and outposts throughout the course.

		SIGNATURE	PLATINUM	PREMIUM	SELECT
	COURSE				
	VIEWING PLATFORM 4TH HOLE				
	LINKS				
	VIEWING PLATFORMS 7TH GREEN AND 10TH FAIRWAY				
	DUNES HOUSE				
	THE RETREAT				
	CLARETS				



AREA LOCATIONS



CLARETS



Perched above the iconic 17th green at Royal Birkdale, **Clarets** offers an unrivalled dining experience where gourmet cuisine meets breathtaking championship views. From indulgent breakfasts to exquisite lunches and light bites, every dish is crafted with the finest regional ingredients. Enjoy a curated selection of premium wines, handcrafted cocktails, and Champagne throughout the day, all within an elegant and exclusive setting designed for the ultimate in comfort and style.

Location: 17th Green

You will have access to **Clarets** if you are the following experience level:

S I G N A T U R E



THE RETREAT



An elegant haven overlooking the picturesque 7th green, **The Retreat** is a sanctuary of indulgence where guests can unwind with a glass of Champagne between moments on the course. Enjoy a sophisticated selection of continental breakfasts, charcuterie-style lunches, and afternoon snacks in a beautifully designed space that offers both relaxation and refinement at one of the course's most iconic holes.

Location: 7th Green

You will have access to **The Retreat** if you are the following experience level:

PLATINUM

SIGNATURE



DUNES HOUSE



Elevate your Open experience within **Dunes House**, a spectacular triple-deck venue with panoramic views of the 15th green and 16th tee that provide prime vantage points. Immerse yourself in refined luxury as you savour expertly crafted gourmet dishes from a selection of exclusive restaurants and bars. Whether enjoying the action from the balcony or relaxing indoors, **Dunes House** ensures you experience every thrilling moment in exceptional comfort.

Location: Behind 15th Green, next to the 16th tee

You will have access to **Dunes House** if you are the following experience level:

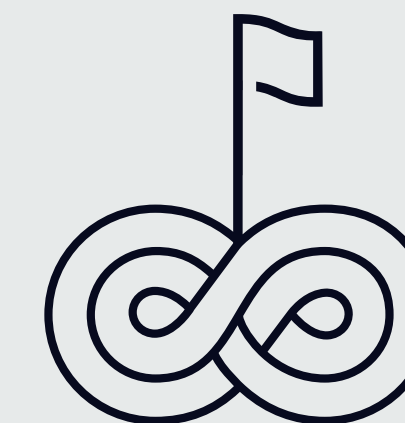
PREMIUM

PLATINUM

SIGNATURE



LINKS



At the heart of the action, near the beautiful par 3, 4th hole, **Links** combines a vibrant festival atmosphere with relaxed hospitality for experiencing The Open. This exclusive area offers a relaxed yet stylish retreat, complete with lounge-style seating, shaded areas and large screens broadcasting The Open's pivotal moments to provide the ultimate blend of flexibility and comfort. Enjoy gourmet food truck selections along with a private bar service, all to be used as a base from which to explore the course at your leisure.

Location: 4th Green

You will have access to **Links** if you are the following experience level:

SELECT

PREMIUM

PLATINUM

SIGNATURE

		SIGNATURE	PLATINUM	PREMIUM	SELECT
Prices from (ex VAT)					
ACCESS	Clarets (overlooking 17 th green)	✓			
	Platinum Lounge (inside Dunes House)		✓		
	The Retreat (overlooking 7 th green)	✓	✓		
	Dunes House (overlooking 15 th green)	✓	✓	✓	
	Links (near 4 th hole)	✓	✓	✓	✓
VIEWS	Reserved 18 th grandstand seat	✓			
	Standing platforms (4 th & 7 th greens & 10 th fairway)	✓	✓	✓	
	Complimentary grandstands	✓	✓	✓	✓
	Course entry ticket with priority access	✓	✓	✓	✓
EXPERIENCE	Behind-the-scenes experiences	✓			
	Photo opportunity with Claret Jug	✓	✓		
	Q&A session with past/present players	✓	✓	✓	
	Fast-track entry to The Open shop	✓	✓	✓	
	Toptracer golf simulators	✓	✓	✓	
AMENITIES	Air conditioning	✓	✓	✓	
	Parking pass	✓	✓	✓	
	Complimentary park & ride pass				✓
	Professional event staff	✓	✓	✓	
	Private toilets	✓	✓	✓	✓
DINING AND DRINKS	A variety of breakfast options	✓	✓	✓	
	An exciting array of lunch and afternoon snacks	✓	✓	✓	
	Full complimentary bar including Champagne, fine wines, beer, spirits and soft drinks	✓	✓	✓	
	£25 food voucher for gourmet food trucks				✓
	Access to a private bar with a variety of drinks available to purchase				✓

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 enhanced experiences and joining us for The 154th Open at Royal Birkdale, 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 enhanced experiences at The 154th Open you will help us support these projects and many more.

For more information go to RandA.org



Book your Open Experience for The 154th Open.

Contact our hospitality advisors now for more information on any of the Experiences listed and for accompanying travel and accommodation packages

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