

AIG
WOMEN'S
OPEN

50
YEARS



GET YOUR BUSINESS READY



Your practical guide
to making the most of the
championship coming to town.

Royal Lytham & St Annes, 29 July - 2 August 2026

Breaking barriers and records for half a century, the AIG Women's Open will celebrate its 50th staging at Royal Lytham & St Annes in 2026.

Royal Lytham & St Annes will stage the AIG Women's Open from 29 July to 2 August 2026.

It will be the sixth time this famous Lancashire links has hosted the Championship, the last time being for Georgia Hall's heartwarming victory in 2018.

Hall commented, "Winning at Royal Lytham changed my life. I still look back now and it gives me goosebumps."

Lytham has also welcomed some of the biggest and best events golf has to offer including The Open on 11 occasions and the Ryder Cup twice – as well as The Amateur Championship, the Senior Open and the Walker Cup.

The AIG Women's Open provides us with an exciting opportunity to showcase Lytham St Annes and the whole of Fylde Borough to a global audience, whether they visit as spectators or watch from their own homes. This toolkit will provide you with the tips and the information you need to help your business make the most of this event by providing a warm welcome to the 52,000 visitors expected to attend this summer.

The AIG Women's Open brings great opportunities for the town of Lytham St Annes and beyond.

- › An international media focus including drone footage so let's ensure businesses and public spaces are looking as clean and beautiful as possible
- › An atmosphere of celebration
- › Over 100 contracting companies with approximately 2,000 personnel who will be working before, during and after the Championship
- › Over 700 volunteers recruited from the local area

2025 AIG WOMEN'S OPEN CHAMPION
MIYU YAMASHITA



"Winning at Royal Lytham changed my life.
I still look back now and it gives me goosebumps."

Georgia Hall





About the Championship

The AIG Women's Open is one of five women's major championships and the only one played in the UK. It is the most international championship of the year and attracts the world's best golfers.

The AIG Women's Open celebrates the exceptional athletes competing and the changing face of golf.

It is a championship that never stops playing! Offering unrivalled competition on the course and unrivalled entertainment of the course.

Join us in celebrating, by learning more about the Championship and ready your business for an influx of golf fans! Here is everything you need to know...

Hours of play are estimated to range between 6.35am and 8.00pm. You will find the tee times at www.aigwomensopen.com closer to the Championship.

PRACTICE DAYS

Sunday 26 July
Monday 27 July
Tuesday 28 July
Wednesday 29 July – open to spectators

CHAMPIONSHIP DAYS

Open to spectators
Thursday 30 July
Friday 31 July
Saturday 1 August
Sunday 2 August

TRANSPORT

A comprehensive transport plan will be created to allow both spectators and residents to travel to and around the event safely and with ease.

BY TRAIN

Spectators are expected to travel by train to the Championship via St Annes-on-the-Sea train station. Further information on train timetables can be found on www.northernrailway.co.uk

BY ROAD

Free spectator parking is available on-site and is located a short walk from the main entrance. Temporary parking restrictions will be introduced in the area to prevent on-street parking by visiting spectators. Once made available, these temporary traffic regulation orders can be viewed at: www.lancashire.gov.uk/roads-parking-and-travel/roads/roadworks-and-traffic-regulation-orders/

For more details and to stay up to date with the latest spectator travel advice, visit www.aigwomensopen.com/tickets-and-hospitality/getting-there

ACCOMMODATION

Travelling spectators are encouraged to visit www.discoverfylde.co.uk to book their accommodation. If you have accommodation you would like to list, please contact Fylde Borough Council.

TIP 1 - BE IN THE KNOW!

Stay up-to-date with the Championship

Visit aigwomensopen.com for up-to-date spectator advice, guidance and travel updates, or download the AIG Women's Open mobile app.

Join The One Club to get even closer to the AIG Women's Open and receive exclusive content oneclub.golf/attend/aig-womens-open-2026



TELL YOUR STAFF!

Pass it on: Circulate this document and other information around your team or print a copy and put it on your staff noticeboard.

Team meetings: It's not just about you being in-the-know – consider making the rest of your team aware by putting the AIG Women's Open on the agenda at your team meetings.

Team Champion: One person can take responsibility for being an AIG Women's Open Champion so other staff members know who to go to for information.

Plan what you want your staff to tell your customers and have a list of the key points which might be:

- > How far away Royal Lytham & St Annes is from your business
- > What your opening days/ times will be during the Championship
- > Where visitors can find more information





TIP 2 - BE READY TO DO BUSINESS

Here are some additional tips on how you can plan your sales and logistics:

- › Make sure you know the tee times and consider extending your service hours to take advantage and catch the early risers heading to the course, or those heading into Lytham St Annes later after play
- › Work with other local businesses and let customers know where they can find food, drink and other services nearby
- › If you're going to offer a special 'package', have you worked out all the details of what you want to offer? Will there be a minimum spend or booking period?
- › Don't overcharge. Visitors may not return or recommend your business or the area if they feel they have not received value for money... and you may receive a negative review!

TIP 3 - REACH OUT TO SPECTATORS

Ensure your business has the potential to become more golf-friendly. Provide useful information including:

- › Championship information such as tee times, leaderboards, live broadcast on TVs etc. – remember there is a practice day on Wednesday 29 July when spectator gates are first opened
- › Display daily weather forecasts clearly for all guests – think about how you can offer services that reflect the weather ie umbrellas, sunscreen etc
- › Prepare a packed breakfast or lunch at unsociable hours to cater for those who are out all day
- › Provide laundry facilities or a drying room for wet clothes

TIP 4 - OFFER A WARM WELCOME

The AIG Women's Open brings both an international and domestic audience to Lytham St Annes and this is the chance for your business to engage with them both in person and digitally.

Some tips below to offer your warmest welcome to both international visitors and those travelling from other areas of the UK:

- › Consider decorating your business and shop-front windows in an AIG Women's Open or golf theme (please see Tip 8 for Brand Guidelines)
- › Some visiting guests are less likely to be familiar with the surrounding area. If you are a tourism, hospitality or leisure provider, make sure you are fully stocked with visitor guides and other literature
- › You can also direct visitors and guests to www.discoverfylde.co.uk for lots of useful information about ylde Borough Council. Visitors may wish to travel further afield. Help them make the most of their stay by also signposting them to www.visitlancashire.com
- › Use your website (and social media) to give clear directions with distances in kilometres as well as miles
- › Stock up on some universal chargers and plug socket adaptors for guests to borrow

TIP 5 - GO THE EXTRA MILE

This might be the first-time visitors have visited Lytham St Annes, Fylde or Lancashire. What can you do to ensure your service goes over and above customer expectations? What can you do to make sure that they share and post positively about their experience?

- › Think about what visitors will want and provide your team with the resources and information to answer customer queries. This could range from bus and train information, advice on where to eat and drink, and other local information. Encourage your staff to be your customers' problem solvers and to go the extra mile to make their visit run smoothly
- › Encourage and gather feedback throughout the Championship - listen to what your customers have to say and act on it
- › Allow guests to pre-order food deliveries before their arrival if using self-catering accommodation
- › Give your customers a simple locally sourced gift to remind them of their visit





TIP 6 - SHOUT ABOUT YOURSELF

Why not use the opportunity to promote your business:

YOUR WEBSITE

- › Making sure that your website is user-friendly will improve your chances of taking bookings and reaching a wider audience
- › Make it easy to find information on where to stay and what to do when attending the AIG Women's Open
- › Think about the audience that might be visiting your website and make sure it will answer any questions they might have. Be clear about the services you offer
- › If you are having themed packages or events around the week of the AIG Women's Open, make sure these are listed on your site
- › Consider adding a translate plugin to your website to make this more accessible for international visitors

YOUR SOCIAL MEDIA

Use your social media channels to highlight what your business is doing around the AIG Women's Open. You might want to share some images that you have taken of the surrounding area - pictures are always popular with consumers on Facebook and Instagram in particular. Create content that is varied and interesting, not just a stream of sales messages. Work together with other local businesses to spread the word online about anything which might be of interest to potential visitors.

Examples of local information you might want to share:

- › Special events
- › Things to do/visitor attractions
- › Themed menus from local restaurants
- › The nearest golf courses to your property

AIGWO

[Instagram](#) [Facebook](#) [X](#)

Discover Fylde

[Instagram](#) [Facebook](#) [X](#)

Visit Lancashire

[Instagram](#) [Facebook](#) [X](#)

TIP 7 - PROMOTE THE LOCAL AREA AND BEYOND

Advising your guests about The Fylde Coast's fantastic local businesses, visitor experiences and food and drink options will help to enhance their stay and encourage them to return again. The Fylde coast in Lancashire has a diverse geography, with coastline to the west and northwards up to Morecambe Bay. Fylde is a must-visit destination for golfers, boasting some of the best courses in the UK including the challenging St Annes Old Links, Fairhaven, Lytham Green Drive and Staining to name but a few, the region's superb golf is matched only by the fantastic views from across the golf courses. Beyond the excitement of the Championship, there are plenty of things to see and do nearby: Beautiful beaches: Enjoy a day at the beach, where you can soak up the sun, hire an award-winning beach hut, or nearby indulge in a huge choice of restaurants, coffee shops and bistros.

Check out St Anne's beach either side of the pier, the extensive dunes network or the popular **Fairhaven Lake** where you can hire a motorboat, enjoy a round of fun adventure golf and enjoy a meal in the popular café overlooking the lake, or bring your own picnic and settle down by the lakeside. In Lytham, explore the Grade One listed Georgian **Lytham Hall**, set in 78 acres of mature historic parkland and find out about the fascinating history of the Clifton family, long associated with the area. It's a great venue for a leg stretch or indulge in an afternoon tea. In Lytham overlooking the Green at the front, there's the popular **Lowther Theatre and Gardens** where there's always something taking place, plus

you'll find the statue of comedian Bobby Ball who lived close to the park. Explore the town centre of **Lytham** which offers a huge range of places to eat and drink, plus you can browse round the independent boutique stores from homewares, fashion, flowers, cheese, books and chocolate to name but a few!

Just up the road from you'll find **St Annes on the Sea** offering an expansive beach, pier, Little Links 18-hole golf, beach huts, a mini train, parks and gardens, plus a wide range of independently owned stores off St Annes Rd East and Wood Street. The historic **Ashton Gardens** located in the town centre is well worth a visit and why not stop off for lunch at the Ashton Pavilion in the heart of the park.

Just a short drive from the towns of Lytham and St Annes, head inland and you'll find **Wrea Green** with its village cricket pitch, duck pond, picturesque village Green and **the Grapes pub**. Nearby is the five star **Ribby Hall Spa Hotel** for that very valuable me-time where there's a wide range of spa treatments and great food too! Just a ten-minute drive up the road from there you'll find the multi award winning **Cartford Inn** overlooking the River Wyre and Bowland Fells offering five-star luxurious accommodation, incredible food and even an on-site delicatessen.

For more information visit www.discoverfylde.co.uk

With visitors and spectators also potentially extending their stay or returning to experience golf further afield and explore other parts of Lancashire, be sure to share inspiration from www.visitlancashire.com



TIP 8 - THE AIG WOMEN'S OPEN BRAND GUIDELINES

Displays and promotions are a great way to show your support and we know that many of you will be thinking of how you can get the most out of the excitement and interest around this prestigious event. To help you achieve this in the right way, follow our dos and don'ts to make sure you can be part of this great occasion and crucially, stay on the right side of the guidelines that are in place.

DO

Use general references to golf and factual statements relating to the championship.

For example, 'welcoming the AIG Women's Open'. The Championship can be referred to as the 'AIG Women's Open'

Create displays and signage (in line with relevant consents) that have a general association with golf. For example, you could use golf balls or golf clubs and have some fun with it!

Remember this is a women's golf championship, so consider using female golfers in your displays

Comply with any existing advertising consents and regulations. If you are unsure of what these are please contact planning@fylde.gov.uk

Make use of available resources and materials to show your support

Consider event-related promotions specifically for the duration of the AIG Women's Open

DON'T

Use any wording or undertake any activity that creates an impression of an official association with the AIG Women's Open or The R&A. For example, 'in association with', 'sponsored by' or 'official'.

Use any official trademark relating to the AIG Women's Open, or anything that could be mistaken for a trademark. This includes the use of words as well as logos or marks.

Try to gain any commercial advantage by suggesting an association with the AIG Women's Open or any endorsement from The R&A – unless that exists.

Display advertising that does not have the required consents.

Mislead customers into creating an association with the AIG Women's Open or The R&A where none exists.

Enforcement action will be taken to remove any advertising, display or marketing materials that

breach existing legislation and regulations, or that do not have the required consents. Through a registered trademark, businesses can protect their brand - or 'mark' - by restricting other people from using its name or logo. As organiser of the AIG Women's Open, The R&A exclusively holds all the rights for the Championship including trademarks for 'The Open', 'The AIG Women's Open', 'Claret Jug' and 'The R&A'.

Use of these marks by a third party, even if only in reference, is only possible with the express consent of The R&A who grants such a use to its partners subject to certain conditions. The R&A strictly prohibits the marketing in any way of products bearing all or some of these trademarks. The marketing of products bearing these trademarks is strictly reserved for The R&A Group of Companies and its licensees.

This means that only official licensed partners - who have been given consent to do so - can make use of these trademarks to reference their association with the AIG Women's Open or The R&A. In other words, you can't suggest that you, your business, your association or any other body is linked to the AIG Women's Open, unless you are an officially licensed partner. You can, however, show your support for Championship in lots of other ways, making sure you create a positive impression and a very warm welcome for visitors and customers.

DON'T GET CAUGHT OUT WITH UNOFFICIAL HOSPITALITY PACKAGES

The only official hospitality packages available to purchase, that are situated within the venue, are offered by the AIG Women's Open and The R&A. Those who purchase unofficial hospitality packages may find that, on arrival, they are not provided with tickets or the tickets they are provided with have been cancelled.

Fans should look out for:

- Unexpected calls from agents selling a "special" offer for hospitality at the AIG Women's Open due to a cancellation
- The use of aggressive sales techniques
- Refusal to provide proof in writing that they are permitted to provide entry tickets as part of a package

We are delighted to announce that the highly sought-after premium hospitality for the AIG Women's Open this summer are available to purchase.

The Champions Club offers an unparalleled experience that combines the elegance of the world-class facilities with the iconic beauty of Royal Lytham & St Annes.

What Can You Expect:

Enjoy a premium day at the AIG Women's Open 2026 as the Championship returns to the iconic Royal Lytham & St Annes. Our worldclass hospitality experiences place you at the heart of the action, combining exceptional service, refined dining and unforgettable views of elite women's golf.

The Champions Club, located overlooking the 18th green, offers over 10 hours of fully inclusive hospitality with private or shared tables, attentive service, full TV coverage and oncourse balcony views. Guests enjoy a flexible, locally inspired dining

menu from breakfast through afternoon snacks, alongside a complimentary bar serving wines, beers, spirits and soft drinks.

For the ultimate experience, Pioneers delivers all the benefits of The Champions Club plus exclusive behind-the-scenes access, offering a rare, insider perspective on the Championship and an elevated setting for premium client hosting.

Perfect for entertaining clients, colleagues, friends or family, AIG Women's Open hospitality offers a unique blend of world-class sport, connection and celebration.

To secure your preferred date for the 2026 Championship (30 July – 2 August):

Email: experiences@aigwomensopen.com

Tel: +44 (0)1334 460090





TIP 9 – GET TO KNOW OUR FANS

Throughout this document we have mentioned lots of ways to engage with spectators attending the AIG Women's Open and to consider their needs.

To help you understand them a little better, here is some information about our fans.

Our fans are...

WOMEN'S GOLF FANATICS

The very avid, highly engaged women's golf enthusiasts.

WOMEN' SPORT WORSHIPPERS

They love women's sports, but are not yet a keen golf fan, with women's golf being the avenue into their golf fandom.

YOUNG COURSE CURIOUS

Younger sports fans, who show big potential to be women's golf fans.

GOLF NUT ATTENDEES

They are crazy about golf, it doesn't matter whether it's men's or women's golf, they follow, they attend, they play.

Our fans travel...

Which means they can easily be return customers should they enjoy their experience with your business.

We attract an international audience which reflects the most international field in women's golf. Our fans have travelled from New Zealand, Australia, the United States, Japan, Germany and even further afield.

Our typical fan is...

The average age of a paying spectator is 58-years-old, with 40% of our fans being women and 60% being men. Our fans are likely to attend in groups of three.

Kids go free...

The AIG Women's Open is a fun event for the whole family! To encourage more kids into golf, we offer free entry to the Championship for children aged 16 years or under when they attend with a paying adult.

Whilst spectators aged 24 years or under are entitled to a youth ticket at a 50% discount.