



## The 149<sup>th</sup> Open, Royal St George's, 11-18 July 2021

### Guidance for Local Accommodation Providers and Businesses

Due to the current COVID-19 situation, The R&A has announced that The 149<sup>th</sup> Open at Royal St George's, due to take place from 12 -19 July 2020 has been cancelled. The Championship will now take place from 11 – 18 July 2021.

As a result, The R&A will roll over all tickets and hospitality packages to The Open in 2021. Any ticket holders who are unable to travel over the new dates in 2021 will receive a full refund on their tickets from The R&A.

In the midst of such challenging times, this is most certainly good news for White Cliffs Country and the rest of Kent. We can now look forward to hosting golf's original championship next year, which will bring with it a much-needed boost to the local and wider Kent visitor economy.

The information below should provide some guidance for local businesses and accommodation providers.

- We encourage you to be flexible with your cancellation policy and deposits – if possible, transfer bookings and deposits to the new dates in July 2021.
- If your guests are unable to visit over the new dates in July 2021, consider allowing flexibility for your guests to visit at any other time over the next year.
- Ensure your online booking channels are open for bookings over the new dates of The Open (11 – 18 July 2021). Have a look at the Visit Kent hub (<https://hub.visitkent.co.uk/>) for text and images that can help to enhance your listing and promote the local area.

We understand that this may leave you with lost business this summer. At this stage it is difficult to know what the social distancing regulations will be over the summer months, however there may still be opportunities for you to replace some of this business.

- When reopening your availability in July, consider a flexible refund policy so that your visitors have the confidence in booking with you and knowing that they can postpone their booking at any time, if the social distancing regulations should mean that they are unable to travel.
- Alongside the existing planned events such as the 850th anniversary of the Murder of Thomas Becket, Folkestone Triennial and other seasonal autumn and winter events, many other events that were due to take place over the summer months have postponed to later in the year. This will create opportunities to drive new business later in the year and extend the season.
- Visit Kent is developing activity designed to rebuild business when social distancing guidelines start to be lifted with a focus on driving last minute domestic visits to the area. This will include the opportunities to play the world-class golf courses across the county ahead of The 149<sup>th</sup> Open next year.

- The Tourism team at Dover District Council is currently working on a range of activity including a new 'We're back/open' campaign which is set to go live following official advice to do so.

For more information on all the support and funding available for businesses during the COVID-19 crisis -

- Visit the Visit Kent B2B website: <https://www.visitkentbusiness.co.uk/tourism-business-support-and-advice/how-to.../information-for-investors-on-covid-19>
- Sign up to the Visit Kent [B2B newsletter](#)
- Follow Visit Kent [Twitter](#) and [Linkedin](#) / White Cliffs Country [Twitter](#) and [Facebook](#)
- Join the Visit Kent Tourism and Hospitality [Linkedin support forum](#)

The 149<sup>th</sup> Open Business Toolkit has more advice and information on how you can make the most of this exciting event, you can access it here – [https://www.visitkentbusiness.co.uk/library/Golf TookKit/The 149th Open - Business Toolkit FINAL.pdf](https://www.visitkentbusiness.co.uk/library/Golf_TookKit/The_149th_Open_-_Business_Toolkit_FINAL.pdf)