



WHISTLING
STRAITS



43rd Ryder Cup: Recap, Legacy, and Future





PARIS 2018



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ROME 2022



NYC 2024



Recap



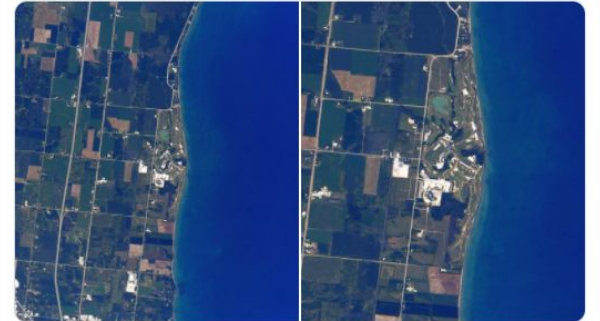
The Ryder Cup “stadium”...
...visible from space!



Shane Kimbrough 
@astro_kimbrough



The Ryder Cup started today at beautiful Whistling Straits in Wisconsin. Team USA vs Team Europe. I was able to take these pics as we flew over traveling 5 miles per second. I'll be following the action from [@Space_Station!](#)
[@theyrydercup2020](#) [@RyderCupUSA](#) [@RyderCupTeamEur](#)
[@PGATOUR](#)



10:02 AM · Sep 24, 2021



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1st Tee. Straits Course
Fri, September 24th. Sunrise

206

240

WHISTLING

Lake Michigan or the Caribbean?





“...this is my Major.” - US Team Captain Steve Stricker



Impact





By the Numbers

Over \$135M Estimated Economic Impact

Over 1.3 million square feet of temporary infrastructure (tents, bleachers, etc.)

- Largest structure - 60,000 sqft Ryder Cup Shops retail store

Over 200,000 in attendance throughout the event (Tue-Sun)

Over 20,000 cars parked on-site daily during tournament rounds

Over 4,000 volunteers



By the Numbers - Coverage

27 hours of live broadcast via Golf Channel and NBC

Over 50 hours of supporting coverage from on-site throughout the week on Golf Channel

Broadcast had a HHR of over ½ a billion homes in 170 countries and territories globally

Overall coverage of the event generated over \$300M with of valued exposure for the host site and community**

Over 40k media placements, totalling over 64.8B impressions**

* = per Nielsen Holistic Valuation report // ** = per Weber Shandwick PR recap report



Ryder Cup 2021 opening ceremony live: latest updates and news as Friday pairings announced

Michael V - September 23, 2021

2 minute read



The Telegraph



It's the eve of the 2021 Ryder Cup and that means two things. One, th

sky sports

Ryder Cup 2020: USA display of unity comes to fore at Whistling Straits





Legacy



Measurable Impact...and a Lasting Legacy

Golf Major Championships held in Wisconsin prior to Destination Kohler Opening - **1 (1933 PGA)**

Golf Major Championships held or scheduled in Wisconsin after Destination Kohler Opening - **10, (including Ryder Cup) and counting...**

Wisconsin is now a worldwide bucket list destination for golfers, and the Ryder Cup was an international celebrity endorsement of that industry

The collage features several overlapping news snippets:

- Wisconsin is all over Golfweek's list of top 100 public golf courses** (Social media post by JR Radcliffe, Milwaukee Journal Sentinel, May 11, 2021). Includes an image of a golf course.
- Wisconsin – America's Top Golf Destination** (Article snippet).
- World in Stevens Point will host J.S. Senior Open in 2023** (Article snippet from Sherry, Stevens Point Journal, Feb. 10, 2021). Includes an image of a Virgin Atlantic airplane.
- Golfweek** article snippet: **'Who saw that coming?': Ryder Cup host Whistling Straits paved way for Wisconsin to become Midwest golf capital**.
- Wisconsin Is the Best Golfing Road Take Right Now** (Bloomberg article snippet, June 5, 2019). Includes an image of a golf course at dusk.
- Wisconsin to host 2025 U.S. Women's Open** (AP article snippet, April 16, 2019). Includes an image of a golfer holding a trophy.
- Wisconsin is now a worldwide bucket list destination for golfers, and the Ryder Cup was an international celebrity endorsement of that industry** (Text snippet at the bottom).



Thank You!

