



## 2023 SOLHEIM CUP ADVANCED CONCEPTS

- The Solheim Cup is the biggest international competition in women's golf and one of the most important events in women's sport around the world.
- Although it is a younger competition than the Ryder Cup, its counterpart in men's golf, the Solheim Cup ranks high on the international schedule and is a must-have event both for fans and media outlets.
- This biennial tournament confronts teams representing Europe and the United States in a three-day highly contested competition in a festive and very intense atmosphere.
- Finca Cortesin (Costa del Sol, Andalusia), a world-renowned championship course that held three Volvo World Match Play Championships and is listed regularly among the best Iberian clubs, will be the venue of the event that will take place from September 18-24.
- With three wins in the last five events, including a memorable last-minute triumph at Gleneagles in 2019, the European side have managed to reverse the trend, beating consistently the powerful American team.



- Up to now, seven Spanish golfers have played in the European team. In recent years, marked by the dominance of the European team, Azahara Muñoz (a Costa del Sol golfer) Carlota Ciganda and Beatriz Recari played a decisive role.
- For the first time ever, Spain will host the Solheim Cup in 2023, adding to a long list of top sporting events held in our country (1982 FIFA World Cup, 1986 FIBA World Cup, 1992 Olympic Games, 1997 Ryder Cup, 2007 and 2010 America Cup, and so on).
- Once again, Spain, Andalucía and the Costa del Sol will show the world their organizational capacity and their suitability for hosting prime international competitions.
- Record crowds of more than 90,000 turned out to watch the 2019 Solheim Cup at Gleneagles and 160,000 fans are expected to attend the 2021 event, to be held in Ohio.
- The Solheim Cup is an ideal platform to present Andalucía and the Costa del Sol as a prime tourism destination. In the preliminary research carried out in the candidacy presentation process, it was concluded that the direct economic impact of the Solheim Cup would exceed 227 million euros.
- In addition to its great sporting appeal, the Solheim Cup is an ideal tool to attract American and Asian tourists, markets in which the Costa del Sol still has room to grow.

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