

Ladies Tour returns to Ireland

‘Sports strategy’ is a well-worn excuse to delay key decision-making without any clear objectives short-term objectives.

The recent announcement that the Ladies European Tour will return to Ireland with an Irish Open at **Dromoland Castle** next September — after being absent from the Tour for a decade — is a strategic development worth shouting about for Golf Ireland CEO Mark Kennelly, who has been consistent in the promotion of female participation in the sport.

More on golf numbers in The Pitch soon.