

CANADIAN  
OPEN

2025  
Wrap  
Report



JUNE 4–8, 2025  
TPC TORONTO AT OSPREY VALLEY  
CALEDON, ONTARIO



The 2025 RBC Canadian Open will be remembered as a momentous chapter in the storied history of our National Open Championship. This year's event marked the beginning of a new era — one where TPC Toronto at Osprey Valley became a foundational host venue in the future rotation of the RBC Canadian Open. The championship welcomed a deep and truly international field of competitors, a reflection of the RBC Canadian Open's growing reputation on the global golf stage.

My heartfelt thanks go out to our volunteers, sponsors, partners and supporters, whose hard work and dedication drove the success of the event. Their contributions were essential to the 114th playing of our National Open Championship and are a testament to the strength of our golf community. A very special thank you to the team at RBC who have been the driving force behind the event to ensure that the RBC Canadian Open is a best-in-class tournament experience for all who participate and attend.

We look forward to welcoming everyone back to TPC Toronto at Osprey Valley for the 2026 RBC Canadian Open, a signature event in Canadian sport.



RYAN PAUL  
TOURNAMENT DIRECTOR

A handwritten signature in blue ink, appearing to read "R.P." or "RYAN PAUL".

# The Experience



Click to watch



# CANADIAN OPEN

# THIS IS OUR OPEN



**Golf in Canada has never been stronger.**

A world-class field, a purpose-built championship venue, and a deep roster of Canadian talent have elevated the 2025 RBC Canadian Open to new heights. Five Canadians ranked inside the top 100 are competing on the global stage—at the Olympics, the Presidents Cup, and now, on home soil. With PGA TOUR stars like Rory McIlroy and Team RBC in the field, and TPC Toronto at Osprey Valley serving as the new home for Canadian golf, this year's championship delivered an unforgettable week of competition and fan experience.

This is a defining chapter in Canadian golf—this is our Open.



# Built for this

## A championship venue

- » TPC Toronto at Osprey Valley proudly hosted the 2025 RBC Canadian Open as part of the PGA TOUR's TPC Network. The North Course, originally designed by Doug Carrick and renovated in 2023 by Ian Andrew, offers a world-class championship venue. Set to host again in 2026, TPC Toronto is cementing its place as a premier destination for professional golf in Canada.



“ ”

Hosting the 2025 RBC Canadian Open has been a defining moment in the history of Osprey Valley and a deeply meaningful chapter for our family. This tournament represents a celebration of Canadian sport, community, and connection. Being able to share our property with fans from across Canada and the world while creating a positive impact in our community is something we're incredibly proud to be part of.

# The Rink



Ryan Fox  
2025 Champion



The Rink Hole at the RBC Canadian Open has become one of the most electric stops on the PGA TOUR. Inspired by Canada's love of hockey, the hole is enclosed with rink boards, creating a stadium atmosphere where fans chant, cheer, and sing "O Canada" as players step up to the tee. With custom tee markers and spectators standing just steps from the action, it's loud, proud, and unmistakably Canadian, redefining the golf experience.

# The Event

# 131K

FANS

Second Highest  
Attendance Ever



Largest  
Daily  
Attendance



TORONTO  
at Osprey Valley

First  
Championship  
at TPC Toronto  
at Osprey Valley

# Star Studded Field

CANADA MIKE WEIR

CANADA ADAM HADWIN

CANADA MACKENZIE HUGHES

CANADA NICK TAYLOR

CANADA TAYLOR PENDRITH

CANADA COREY CONNERS

USA SAHITH THEEGALA

USA CAMERON YOUNG

SWEDEN LUDVIG ÅBERG

IRELAND SHANE LOWRY

USA WYNDHAM CLARK

ENGLAND JUSTIN ROSE

USA MAX HOMA

USA SAM BURNS

SCOTLAND ROBERT MACINTYRE

KOREA TOM KIM

IRL RORY MCILROY

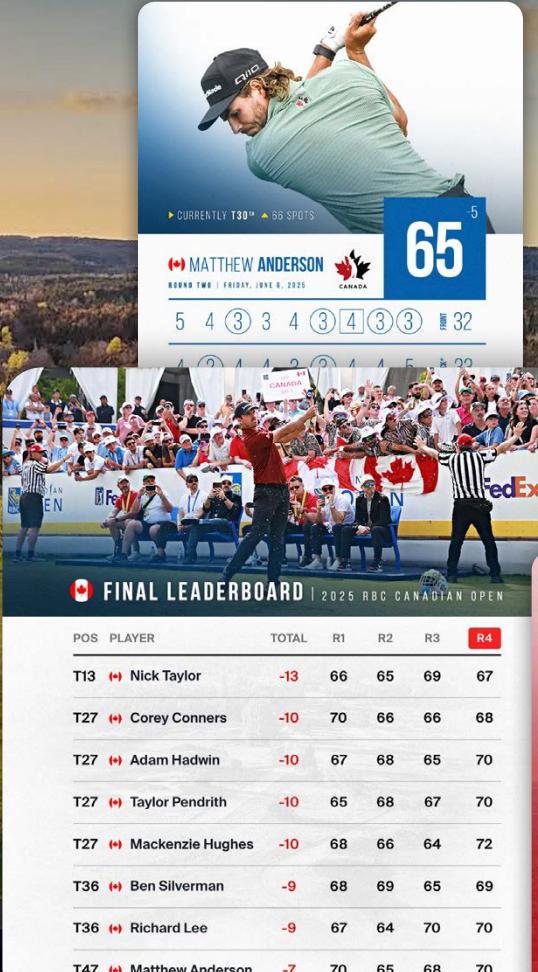


» BEST EVER FIELD IN THE FEDEX CUP ERA

# Canadian Contingent



**21** CANADIANS COMPETE FOR THEIR NATIONAL MEN'S OPEN TITLE



» NICK TAYLOR FINISHES 13<sup>TH</sup> AS LOW CANADIAN



JUNE 4-8, 2019 TORONTO, ONTARIO, CANADA  
RBC CANADIAN OPEN FedEx

# The Importance of National Opens

RBC Canadian Open part  
of the Open Qualifying  
Series for The 153rd Open  
at Royal Portrush



Luke Clanton | First day as a  
PGA TOUR Member

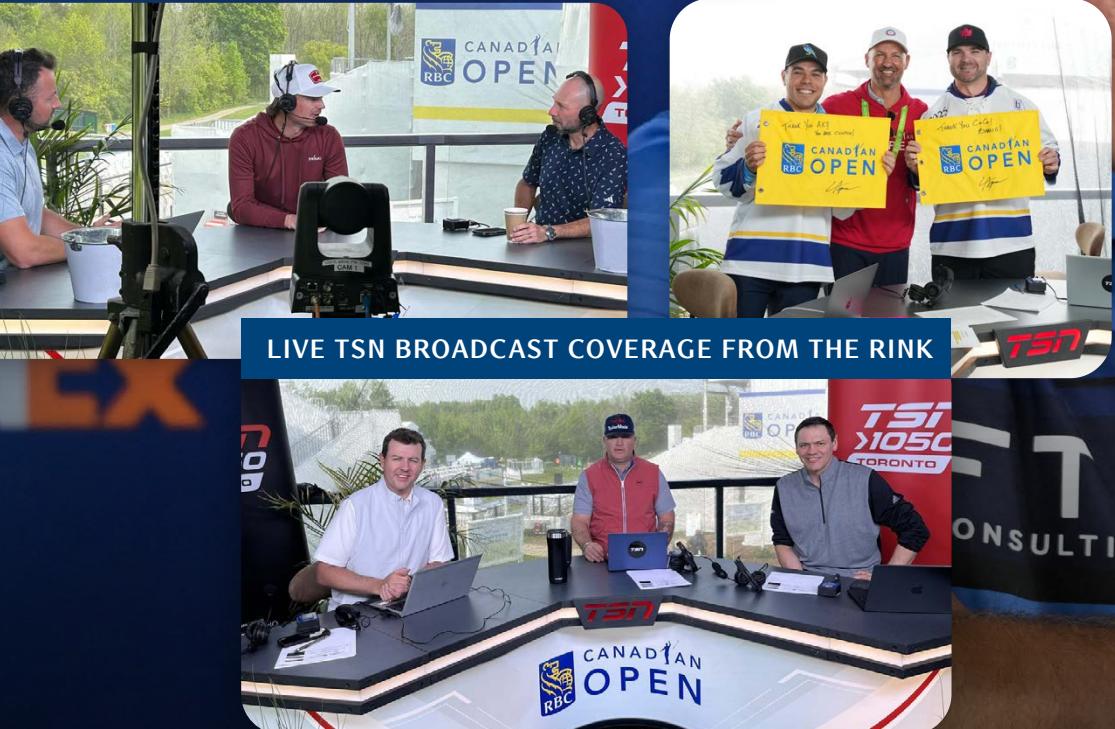
“ ”

First pro start with Rory McIlroy,  
it's definitely a day to remember.  
The first tee shot... I've never  
experienced anything like that.

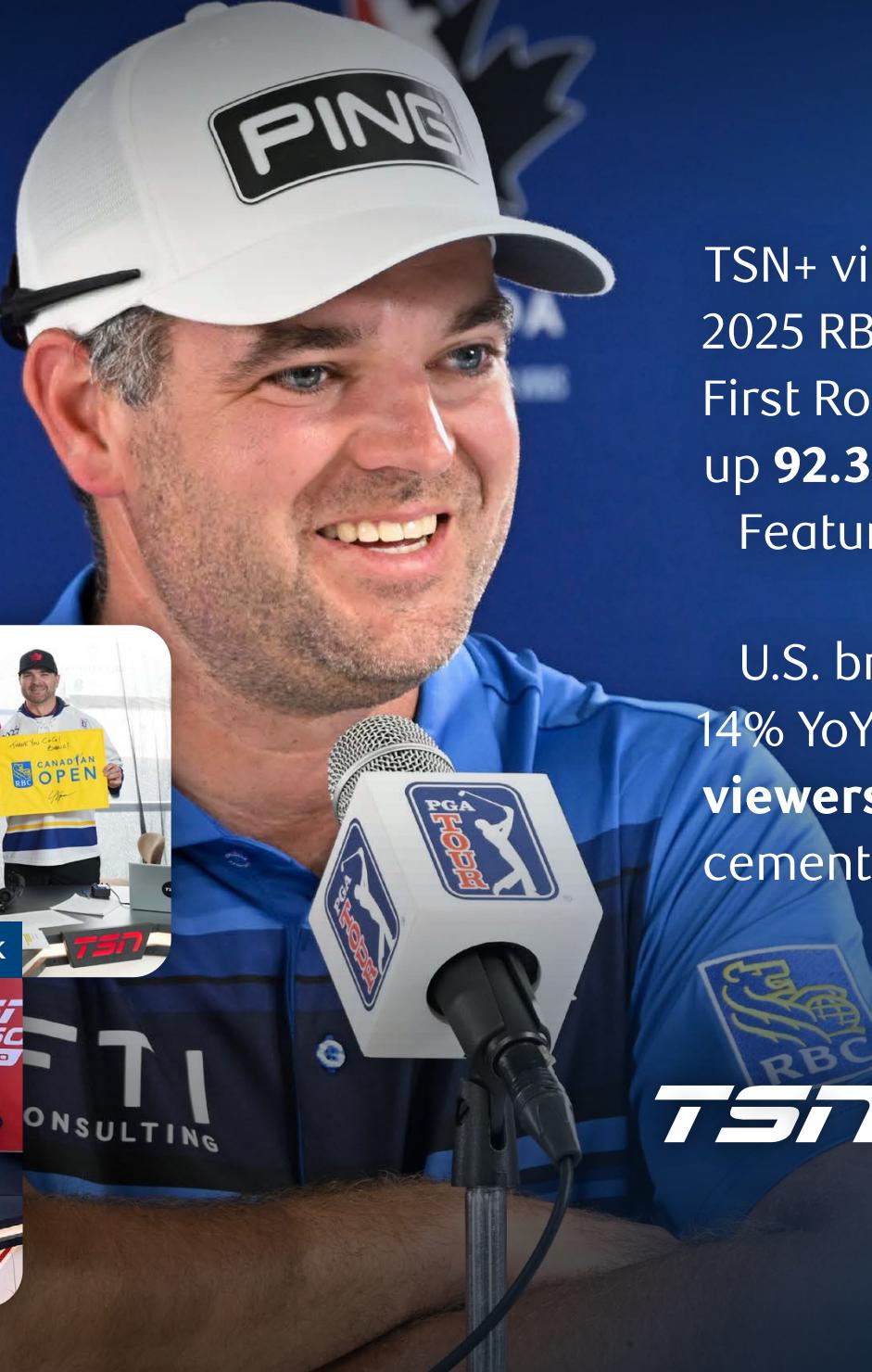


» Top finishers at the RBC Canadian Open can earn spots in The Open Championship through the Open Qualifying Series - creating a Canadian pathway to a Major Championship.

# Broadcast Coverage



LIVE TSN BROADCAST COVERAGE FROM THE RINK



TSN+ viewership soared at the 2025 RBC Canadian Open, with First Round Marquee coverage up **92.3% YoY** and Final Round Featured Groups up **30.8%**.

U.S. broadcast ratings grew 14% YoY on CBS, reaching **3.4M viewers** during the final round cementing the event's growing global impact.



Earned Media



**\$7.7M**

in Media Value

**10.5K**

Total Mentions

**1.8K**

Media Clips

# Merchandise and Concessions

## Record Breaking Merchandise Sales

**\$2M+**  
in Concession sales



# Sustainability Program



**4,350 lbs**

of mesh scrim diverted from landfills  
and transformed into outdoor furniture  
for the Community Putting Green at the  
new Home for Canadian Golf

**32,000**

500ml water bottles eliminated through  
on-site water stations supported by  
**YETI**

**\$29,500**



raised for the Credit Valley Conservation  
Foundation through Birdies for Trails, a  
new Rink Hole initiative launched with  
TPC Toronto and WM Canada at the 2025  
RBC Canadian Open

# Government Partnership



“ ”

A heartfelt thank you to the Government of Ontario for whose engagement, collaboration and support has been a major factor in making the RBC Canadian Open a world class event.



Economic Impact



\$80 Million

IN ECONOMIC IMPACT

Ontario





# Volunteer Program



 2,000+  
Volunteers

 95%  
Positive Experience

 51%  
First Time Volunteering

 5,296 KM  
Furthest Distance Travelled  
(Mauchline, Scotland)

 27  
Volunteers with 20+  
Years of Service

 MOST UNIVERSITY/COLLEGE  
AGED VOLUNTEERS EVER

35 Universities  
and Colleges  
represented

# Hospitality



# SiriusXM CONCERT SERIES

The SiriusXM Concert Series delivered an unforgettable fusion of music and sport, headlined by two of Canada's most iconic rock acts—Sam Roberts Band, six-time JUNO Award winners, and Billy Talent, multiple JUNO Award recipients and platinum-selling powerhouses. This electric event gave fans a unique opportunity to enjoy world-class golf, top-tier food, and live music—all with a single admission. A perfect celebration of Canadian talent and summer vibes.

Billy Talent

FRIDAY

Sam Roberts Band

SATURDAY

## 30+ Engaged Partners



# 30+ Engaged Partners



# Digital Enhancements Fan Experience App



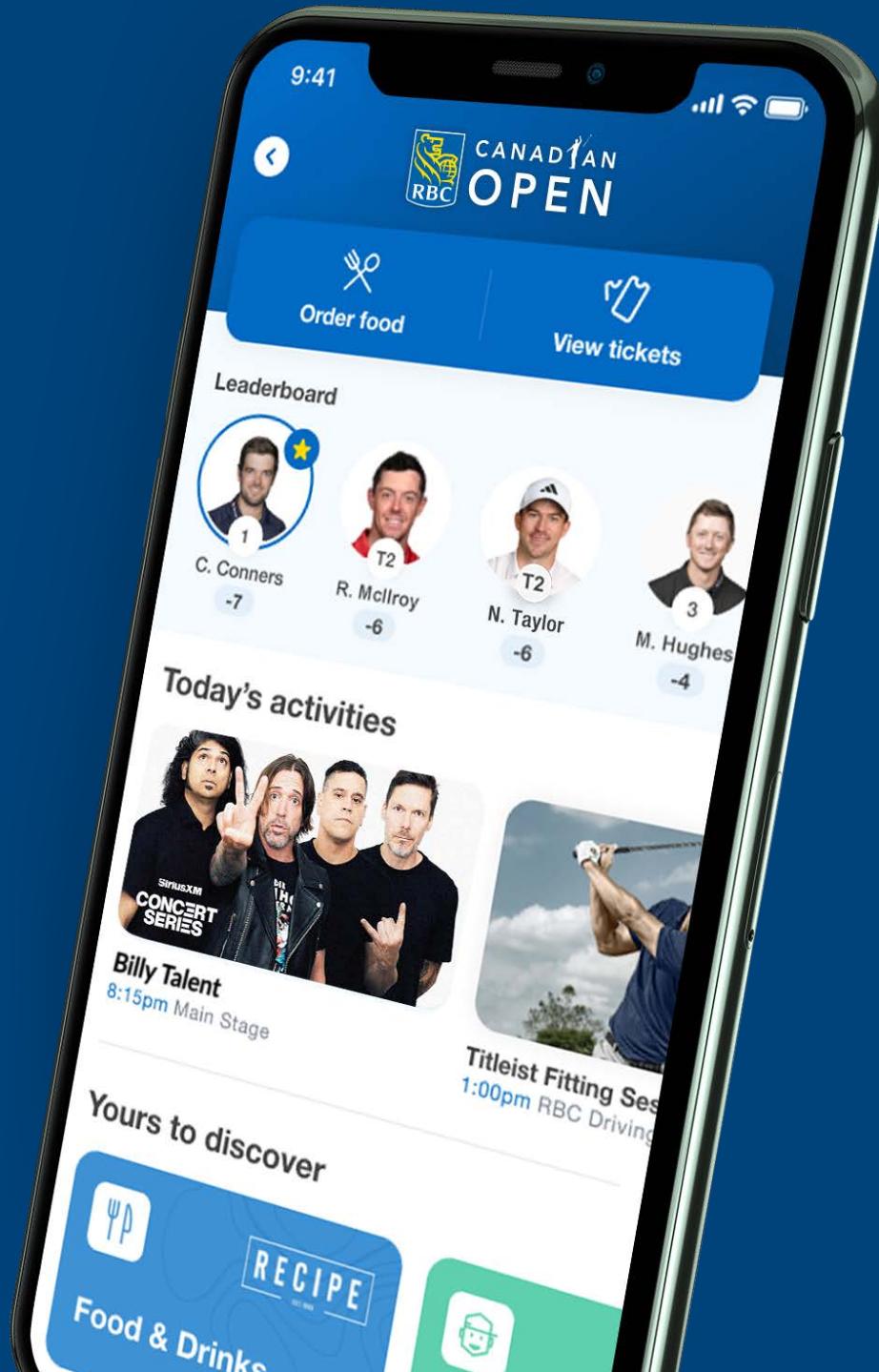
Interactive  
Wayfinding



Live player  
tracking



Real time  
leaderboard



**13.2K**  
New Users ( $\uparrow 12\%$ )



**479K**  
Total Users ( $\uparrow 29\%$ )

# Charity & Community Impact

Golf Canada Foundation  
Celebrity Pro-Am

Russell Martin



Nazem Kadri



Jose Bautista



FONDATION  
GOLF CANADA  
FOUNDATION



first tee™  
premier départ  
canada



Walk With  
A Pro



# FACE OFF



RBC CANADIAN OPEN + NHLPA

Golf Canada and the NHLPA hosted the inaugural RBC Canadian Open Face-Off, bringing NHL stars and alumni together for a one-day tournament at TPC Toronto ahead of the 2025 RBC Canadian Open. The exciting tournament started with Jamie Drysdale recording his first-ever hole-in-one on his opening swing and ended in a sudden death playoff where William and Alex Nylander captured the title in a shootout at the Rink Hole.



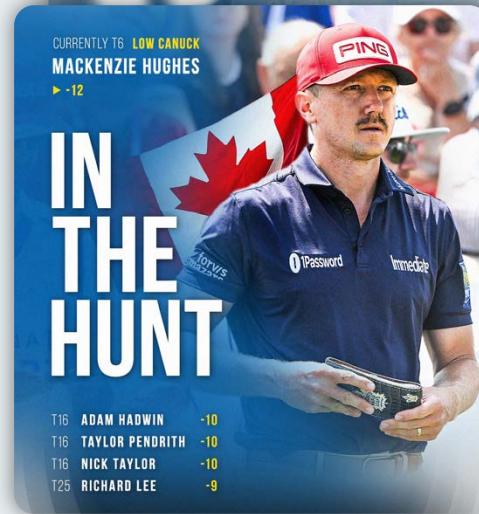
Quinton Byfield  
Carlo Colaiacovo  
Will Cuylle  
Calvin de Haan  
Jamie Drysdale

Vince Dunn  
Warren Foegle  
Sam Gagner  
Boris Katchouk  
Scott Laughton

Steven Lorentz  
Ryan McLeod  
Alex Nylander  
William Nylander  
Jeff O'Neill

Darren Raddysh  
Logan Stanley  
Ryan Strome  
Ryan Strome  
Brandon Tanev  
Robert Thomas

# Social Media



-10.8% Total Engagements

-12.8% Audience Growth

-6% Average Reach/Post

# Winner's Circle



The RBC Canadian Open continues to attract elite global talent, with the last four champions representing four different countries—underscoring its growing international prestige.



  
Rory McIlroy  
2019, 2022

  
Nick Taylor  
2023

  
Robert MacIntyre  
2024

  
Ryan Fox  
2025



# Thank You RBC

Golf Canada is incredibly grateful to our Title Sponsor, RBC, for their long-standing and continued partnership with the RBC Canadian Open. Their unwavering support and dedication have not only elevated this historic championship but also played a pivotal role in growing the game of golf across Canada. RBC's commitment to fostering opportunities at every level of the sport continues to make a meaningful impact on players, fans, and communities alike. We are proud to celebrate this enduring relationship and look forward to many more years of working together to shape the future of Canadian golf.



RBC Executive Vice President &  
Chief Marketing Officer, Mary DePaoli



Champion Ryan Fox with RBC President and CEO Dave McKay

# Thank You



## Title Sponsor



## Partners



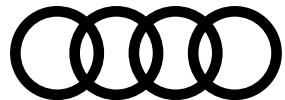
## Elite Partner



## Charity Partners



## Premier Partner



Audi



## Government Partners

## Host Venue Partner





CANADIAN  
OPEN

# Thank You

Tee-it-up with us @rbccanadianopen



See you next year at



TORONTO  
at Osprey Valley

JUNE 10 - 14, 2026