

LIV Golf Korea

Wednesday, 30 April, 2025

Incheon, South Korea, USA

Jack Nicklaus Golf Club

JeongBok Yoo

Mayor of Incheon Metropolitan City

Hee Kyu Kim

General Manager of Jack Nicklaus Golf Club
Korea

Scott O'Neil

CEO of LIV Golf

Press Conference



PRESENTED BY



looks absolutely spectacular. I only say that before I play on it tomorrow which will probably change my mind because it looked like a few hazards out there that are going to cause me some trouble. It is absolutely spectacularly beautiful. Our players have really fond memories of playing here in 2025 with the Presidents Cup. I believe Dustin Johnson, Patrick Reed and Danny Lee played, and they all talked to me this morning over breakfast about how beautifully manicured the course is, comparing it actually to Augusta.

So we're very excited to play.

Korean barbecue is one of my favorite foods. I had some for lunch. I will likely have it for dinner, breakfast, lunch, dinner, breakfast, lunch and dinner again.

Q. Scott, right now it seems that the trend in sports marketing is combining sport and entertainment, and I think LIV Golf is pretty much at the forefront of doing this. I was wondering whether you have any plans of expanding these kind of sports/entertainment in other countries.

SCOTT O'NEIL: Yes, thank you very much for the question. We're very much the Formula 1 of golf, and part of -- if you've been to a Formula 1 race, you know that it's much more than just the race. So when you come to a LIV Golf event, you see some of the best golfers in the world: Bryson DeChambeau and Brooks Koepka and Dustin Johnson and Phil Mickelson and Bubba Watson, these household names. And that's a wonderful start.

But with a mission to grow the game of golf, we believe we have to be wider, and part of that is the music strategy and having a partner like Coupang Play with incredible reach and opportunity. We're putting on world-class concerts with G-DRAGON and Gummy and KIKI and some other incredible artists.

In other markets we're beginning to test and experiment. We had a digital art experience in Miami. We've had experiments around fashion and food, and we believe that the future of LIV Golf will include all elements around sport, golf and music and fashion and art and music, and we think it's an incredible opportunity to draw more people to this incredible game.

Q. Scott, would you do us the honors?

SCOTT O'NEIL: Sure. First off, I want to welcome the mayor and the amazing general manager of the Jack Nicklaus Golf Club Korea. We're humbled and honored to be here today, our incredible communications team, our ops team here, which is about to put on a world-class event. It's very special, LIV Golf, special and different. We have an opportunity to take 54 of the biggest stars in golf to the four corners of the world to grow the game of golf, which we're very passionate about.

When we look for a market to come to, we look for strong government support, a world-class golf course, a market where golf is growing and important, and a place where growing the game will really matter, and we found that in Incheon, and we're thrilled to be here.

Thank you.

Q. Scott, you've been able to see all the golf courses that are internationally renowned around the world, so you probably have very high expectations. What's your first impression of this golf course that is very famous in Korea, Jack Nicklaus Golf Club, and I don't want you to compare - but also please do - what is better. And I was wondering if you have any Korean foods that you want to eat.

SCOTT O'NEIL: Sure. First off, comparing golf courses we play is like comparing my four daughters, which of course I will do -- no, I'm just kidding.

I had the chance to tour the golf course with Ross Hallett, who runs our events, and had a wonderful experience. It



Look, we all -- I think we believe that the world is better with golf, the values you get from golf, from consistency and resilience, and in my case, unfortunately, humility. And those are values that the world needs right now.

We have this opportunity where we put these incredible events on at these amazing cities around the world, and we find that almost a third of our attendees are first-time golf event attendees, and some of that might be the music and the art and the fashion and the food, and you'll find families. Korea has an incredible market for women golfers, of course, but also women who follow the game and play the game.

But you can go anywhere in the world to a LIV Golf event, and you'll find men and women, you'll find families, you'll find people on dates. It's an incredible experience. It's very different, and we're very proud of it.

I also don't want to let it pass to say that there's an economic impact to the incredible cities. We've had over a billion dollars U.S. of economic impact in the cities we've traveled. So for cities that go through so much to put these events on, this does result in airfares and hotels and restaurants.

We're different in that when we come to a market, we have a Korean team, so we don't come to take over. We come to be part of this community. We come here to learn about the culture of Korea, to experience the restaurants and the incredible hospitality and the food, and fortunately here, a world-class golf course.

So this is a labor of love, and however we can spread the game, we'll continue to do it.

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