



PRESS RELEASE

WM PHOENIX OPEN | FEB 3 - 9, 2025

Release Date:

October 21, 2024

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CHANGES INCLUDE ADDING A NEW FAN ENTRANCE, DIGITAL TICKETING PLATFORM AND IMPROVED SPECTATOR WALKING AREAS

**2025 WM PHOENIX OPEN LOOKS TO GET BETTER, NOT BIGGER
AS CONSTRUCTION IS UNDERWAY FOR 90TH EDITION OF “THE PEOPLE’S OPEN”**

SCOTTSDALE, Ariz. – Construction for “The People’s Open” is now underway, and The Thunderbirds, hosts of the WM Phoenix Open, have announced several changes and improvements for the upcoming event designed to elevate the overall fan experience. Changes this year include adding another tournament entrance, an all-digital general admission ticketing platform, improved spectator walking areas, and upgraded general admission venues for fans.

“Each and every year, The Thunderbirds review the previous tournament and look for ways to improve,” said 2025 WM Phoenix Open Tournament Chairman Matt Mooney. We've been working closely with the PGA TOUR, Scottsdale Police and Fire, title sponsor WM and our other valued partners to make impactful changes for 2025. We are excited to announce these enhancements as the countdown to ‘The People’s Open’ begins.”

INFRASTRUCTURE IMPROVEMENTS

To help streamline tournament entry and exiting, a new fan entrance will be added on Greenway Hayden Loop, just north of Frank Lloyd Wright Boulevard (located in close proximity to 18 tee). This additional entrance is designed to improve crowd flow, particularly during peak hours on high-attendance days like Friday and Saturday. The Greenway Hayden Loop will be closed to general public vehicle traffic from Frank Lloyd Wright to Princess Drive, further streamlining both the entry and exit process.

“The additional entrance will significantly improve the flow of fans entering and exiting TPC Scottsdale,” Mooney said. “This entrance will provide relief at our main entrance and offer a much shorter walk for those fans in high-demand areas near holes 16, 17 and 18.”

To enhance the flow of foot traffic, several walkways around the course have been expanded. For example, the path beginning near the 17th fairway and extending to the 11th hole tee area (between the 16th hole and 10th hole) has been doubled in width, providing fans with more space to move easily and comfortably in what is traditionally one of the most popular and high foot-traffic areas of the golf course. Additionally, several food and alcohol vendors will be strategically relocated to help balance foot traffic around the course.

“We understand the importance of ease and accessibility for our fans to navigate the golf course,” Mooney said. “Expanding these key walkways and repositioning some of our vendors, particularly around high-traffic areas like the 16th and 10th holes, will provide fans better access to popular venues and viewing areas.”

OPERATIONAL IMPROVEMENTS

The 2025 WM Phoenix Open will introduce a fully digital ticketing format for all WM Phoenix Open general admission and Coors Light Birds Nest tickets. This digital-only platform will expedite crowd flow at entrances and monitor key metrics to optimize the overall fan experience.

“We are upgrading technology to provide a more seamless experience for our fans who purchase general admission tickets,” Mooney said. “By eliminating physical general admission tickets, good-any-day tickets and tickets sold by third-party partners, we not only improve the buying and scanning process, we also improve our oversight of crowd management.”

FAN EXPERIENCE

Keeping with The Thunderbirds commitment to bettering the overall fan experience each year, two general admission venues will receive added enhancements for the 2025 event.

The Taylor Morrison Fairway House at the 12th hole will be redesigned to provide a more enjoyable and expansive venue for fans. This refreshed layout will create more accessible viewing areas, along with expanded space for upgraded concessions and new fan engagement opportunities.

Meanwhile, enhancements at the Desert Oasis BBQ and Beer Garden, near the 7th hole, will provide fans with elevated views of multiple holes. Fans can also look forward to enjoying a variety of craft beers and barbecue from Little Miss BBQ, all within an improved, fan-friendly setting.

“With upgrades to the Taylor Morrison Fairway House and Desert Oasis, we are improving two of the more popular spots on the golf course,” Mooney said. “Fans can look forward to better viewing, upgraded concessions and an increased area to watch ‘The People’s Open.’”

The 2025 WM Phoenix Open will take place Feb. 3-9 at TPC Scottsdale. “The People’s Open” has been named Tournament of the Year by the PGA TOUR five times in acknowledgement of the tournament’s legendary status as one the most unique events in golf. It also has been recognized as one of the largest zero waste sporting events in the world for 12 consecutive years.

Nick Taylor won in dramatic fashion in 2024 against Charley Hoffman in a two-hole playoff, capping off his fourth career PGA TOUR victory and marking the sixth time in the last nine years the WM Phoenix Open has been decided in a playoff. The 2025 edition will mark the 90th playing of the event and the 16th with WM, North America’s leading provider of comprehensive environmental solutions, as title sponsor. For more information, visit www.WMPhoenixOpen.com.

The Thunderbirds were founded in 1937 with the mission of promoting the Valley of the Sun through sports. The Thunderbirds consist of 55 “active” members and more than 280 “life” members who have helped the tournament eclipse \$208 million in charitable giving since its inception in 1932, with the 2024 WM Phoenix Open raising a single-tournament record \$17.5 million for charity.

