

## RDS Partners with Levy Ireland to Transform Hospitality Offering at Redeveloped Laya Arena

4 hours ago



The Royal Dublin Society has announced a new strategic partnership with Levy Ireland as part of the ongoing transformation of the RDS campus and redevelopment of the Laya Arena in Dublin.

Under the agreement, Levy Ireland will oversee all food and beverage operations across the RDS's 43 acre Ballsbridge site, delivering hospitality services for sports events, concerts, conferences, exhibitions and flagship occasions including the Dublin Horse Show.

The partnership forms part of a wider redevelopment programme centred around the Laya Arena, which is being repositioned as a major international venue for sport, culture and live entertainment.

Once complete, the arena will have a capacity of more than 20,000 and include a new 6,700 seat Anglesea Stand, premium hospitality suites and the integration of the former St Mary's Church, now renamed The Grand Hall, as a dedicated hospitality and events space.

As the home of Leinster Rugby, the venue will continue to host major sporting fixtures while also expanding its concerts and live entertainment programme.

### Sustainability central to hospitality strategy

Levy Ireland said sustainability will play a key role in its food and beverage operations at the venue.

The company plans to eliminate all air freighted fruit and vegetables from its supply chain while increasing

the use of locally sourced seasonal produce to support Irish farmers and reduce food miles.

Its culinary strategy will also follow a “Head to Tail” approach aimed at reducing waste and improving sustainability across menu development.

The RDS hosts hundreds of events annually and remains closely connected to its founding focus areas of agriculture, arts, enterprise, equestrianism and science and technology.

The organisation said the partnership is intended to deliver a significant step forward in hospitality standards while strengthening the venue’s international appeal.

Paul Kelly, Chief Executive of the RDS, said the agreement represents an important stage in the venue’s evolution.

“As Ireland’s largest multi purpose venue in the heart of Dublin, we are uniquely placed to bring people closer to world class events and experiences,” he said.

“This partnership marks an important step forward as we continue to evolve the RDS, which includes the Laya Arena, into a leading destination for sport, culture, business and live entertainment.”

Kelly added that Levy’s international experience would help strengthen the RDS’s position within the global events market.

“With Levy Ireland’s proven expertise, we look forward to continuing to elevate hospitality across the RDS, from the Dublin Horse Show to major concerts, conferences, exhibitions and sporting events,” he said.

## Focus on visitor experience and operational excellence

Barry Storey, Managing Director of Levy Ireland, said the partnership comes at a pivotal time for the venue.

“We are incredibly proud to be working with the Royal Dublin Society at such a pivotal moment,” he said.

“As the venue enters this new phase, we look forward to bringing our innovation and expertise to elevate the visitor experience.”

Storey said sustainability and locally sourced produce would remain central to the hospitality offering.

“By championing a ‘Head to Tail’ culinary philosophy, sourcing our meat from Ireland, and utilising seasonal Irish produce, we are ensuring our menus are as sustainable as they are exceptional,” he said.

The agreement also marks the end of the RDS’s long standing catering relationships with Gather & Gather and Madigan’s, both of which were thanked by the organisation for their contribution to the venue over previous years.