



PRESS KIT OMEGA EUROPEAN MASTERS 2023

The competition

Participation

Registered players

Invited players

Entry list

Ranking

Rules

Prize money

The program

Schedule

Activities

Beat The Pro

Walk of Fame

After Golf

Mont-Blanc Village / Entry
zone

What's new

New areas for spectators

GEO Certification

Foundation

eSport

The tournament

History

Golf course

History

Recent work

Organisation

Finances

Sponsors & partners

Broadcast

Spectators

Media assets

Media guide

https://bit.ly/oem23_mediaguide

Virtual media centre

https://bit.ly/oem23_virtualmediacentre

Whatsapp group

https://bit.ly/oem23_mediagroup

Contact

Sophie Clivaz, media@omegaeuropeanmasters.com, +41 79 255 76 44



The competition

Participation

Registered players (on 27.08.2023)

[Matt Fitzpatrick](#), ENG, winner of the U.S. Open in 2022, 8 European victories, 2 victories on the PGA Tour (1 this season), current n°8 in the World, back-to-back winner of the OEM 2017 and 2018

[Thriston Lawrence](#), RSA, 4 European victories (1 this season), defending champion

[Rasmus Hojgaard](#), DEN, 4 European victories, 17th r2dr, winner of the OEM 2021

[Danny Willett](#), ENG, winner of the Masters Tournament 2016, 8 European victories, winner of the OEM 2015

[Sebastian Söderberg](#), SWE, 3 victories, 22nd r2dr, winner of the OEM 2019

[Miguel Angel Jimenez](#), ESP, 21 European victories, 13 PGA Tour Champions victories, winner of the OEM 2010

[Victor Perez](#), FRA, 3 victories (1 this season), 3rd r2dr

[Adrian Meronk](#), POL, 3 victories (2 this season), 4th r2dr

[Robert Macintyre](#), SCO, 5 top 10 this season, 6th r2dr

[Ludvig Aberg](#), SWE, 23 years, 1 top 10 on the PGA Tour for his first year as a pro

[Justin Suh](#), USA, 3 top 10 on the PGA Tour for his first year on the tour

[Alex Fitzpatrick](#), ENG, 22 years, 17th of the Open Championship and 2nd of last week's DP World Tour tournament

[Jeremy Freiburghaus](#), SUI, einziger Schweizer mit einer permanenten DP World Tour Karte, 6 Cut diese Saison

Invited players

10 professionals

Swiss Golf

Swiss Golf

Swiss Golf

Swiss Golf

Invitation OEM

Invitation OEM

Invitation OEM

Invitation OEM

Winner Memorial Olivier Barras

OEM Pro eSport

Robert Foley, CH, GC Lausanne

Joel Girrbach, CH, Lipperswil

Cédric Gugler, CH, GC Zumikon

Roman Kleu, CH, GC Zumikon

Justin Suh, USA (see above)

Alex Fitzpatrick, ENG (see above)

Ludvig Aberg, SWE (see above)

Adrien Dumont De Chassart, BEL

Marco Iten, CH, Rheinblick

qualification on 29th August 2023 on the championship course



6 amateurs

Swiss Golf	Nicola Gerhardsen, CH, Breitenloo, 67 th WAGR
Swiss Golf	Maximilien Sturdza, CH, Genève, 244 th WAGR
Swiss Golf	Max Schliesing, GC Leuk, 436 th WAGR
Swiss Golf	Loïc Naas, GC Bâle, 1700 th WAGR
Invitation OEM	tbc
Invitation OEM	tbc

Entry list

<https://www.europeantour.com/dpworld-tour/omega-european-masters-2023/entry-list>

Ranking

DP World Tour :

<https://www.europeantour.com/dpworld-tour/rankings/overview/>

Rules

Omega European Masters :

<https://www.omegaeuropeanmasters.com/tournament/rules>

Prize Money

Total : 2'500'000 €

Winner : 425'000.- €

Breakdown : [Official booklet, p. 24](#)



The program

Schedule

The complete and detailed schedule is available here :

<https://www.omegaeuropeanmasters.com/tournament/schedule>

Activities

Beat The Pro

On Saturday, during the third round of the official tournament, 22 juniors selected by "Supporting Golf" will have the chance to compete against the professionals on hole 8. The list of juniors will be available the day before.

More info : [Supporting Golf](#)

Walk of Fame

The winners of the Omega European Masters are given a prominent place on the Rue du Prado, which runs alongside the entrance to the Crans-sur-Sierre Golf Club. Bronze plaques with the winner's signature and year of victory are installed on both sides of the shopping street. Thus, Thriston Lawrence will be the 75th winner to leave his mark for eternity in Crans-Montana. The plaque is usually placed on the Thursday of the tournament.

After Golf

From 4pm onwards, after a great day at the Omega European Masters, the rue du Prado will come alive and invite you to extend the party in its shops and on its terraces. Some boutiques will be open until late at night, while foodtrucks and food stands will delight your taste buds until 9pm on Thursday evening and 10pm on Friday and Saturday. All this will be accompanied by various live music bands performing throughout the evening.

Mont Blanc Village / Entry Zone

Every year, the tournament partners offer activities and competitions to the Omega European Masters spectators. Every day, from 9am onwards, you can visit the exhibition stands in the entrance area or the Mont Blanc Village (alongside the fairway n°17) to enjoy various activities.

More info : [Official booklet, p.14 to 17](#)



What's new

New areas for spectators

The space between the 1st tee and the 18th green has been completely redesigned to provide better spectator facilities. The grandstand on the No. 1 tee has been moved to the side to make more room for a new, very convivial meeting area, with a refreshment bar, giant screen and deckchairs for lounging and watching the tournament.

The 5th green has also been remodeled to give spectators a better view of the green and to create more space for the public refreshment area.

In the Mont Blanc Village, a new and very exclusive restaurant has taken up residence on the first floor in the Bishorn Lounge, with a breathtaking view over the Etang Long lake and the partners' village. The Michelangelo and Mosaic restaurants offer a buffet of hot and cold dishes, with the option of reserving your place.

GEO sustainable development certification

As part of its sustainable approach, the Omega European Masters obtained the GEO certification in 2023, an international benchmark for sustainability in golf, underlining its commitment to increasingly respectful practices.

In concrete terms, the actions are deployed in six areas: Climate & Biodiversity, Circular Economy & Waste Management, Responsible Catering, Energy Transition & Water Conservation, Smart & Soft Mobility, Commitment & Community. As an example, in recent years, the tournament has eliminated the use of single-use plastics in catering (50,000 PET bottles were used in 2019) and the printing of start lists (30'000 were printed in 2022).

From this year on, water fountains, which were introduced four years ago for players and staff, will also be available to the public in the entry zone and in the Mont-Blanc Village.

More info : <https://www.omegaeuropeanmasters.com/about/sustainability>



Gaston-F. Barras – European Masters Foundation

In memory of the man who did so much for the development of golf and Crans-Montana as a destination, a charitable foundation has been set up. The aim of the Gaston F. Barras – European Masters Foundation is to maintain and develop the practice of this sport and to perpetuate the organisation of the tournament.

All donations collected by the supporting clubs, in particular the [Club des Mille](#) and the [Exclusive Masters Club](#), are paid to the Gaston F. Barras – European Masters Foundation.

More info : <https://www.omegeuropeanmasters.com/about/foundation>

The Club des Mille has a new restaurant on the first floor of the public village. This space, which has had different uses over the years, will be used to host lunches for Club des Mille members, who until now have eaten at the Sporting restaurant.

eSport

For the second time, the Omega European Masters offered a professional player the incredible opportunity to participate in the event by qualifying through an eSport tournament on Foresight Golf simulators. From 1st to 30th June 2023, players from all over the world were able to play four rounds on a replica of the Severiano Ballesteros. The top three players, Josh Oddy (Great Britain), Benjamin Purshouse (Switzerland) and Léo Andeer (Switzerland), are invited to a final qualifying round on site on the Tuesday of the tournament. The winner of this qualifier will be at the start of the professional tournament on Thursday morning.

A tournament has also been set up for amateurs to win tickets to the Credit Suisse Gold Pro Am on Wednesday. In total, 841 players from 25 different countries participated. Chris Wilkinson (Australia), Andreas Stjernen (Norway) and Marjorie Chrzanowski (Switzerland) got their tickets for this year's pro-am.

More info: <https://www.omegeuropeanmasters.com/tournament/esports>



The tournament

History

The Swiss Open was held for the first time in 1923 in Samedan, in the Grisons. From then on, it took place sporadically at various locations, before finally settling in Crans-Montana in 1939. Due to the war, there was no tournament between 1940 and 1947, but from 1948 onwards, the Swiss Open became an annual event and never left the course of the Crans-sur-Sierre Golf Club. Since World War II, there has been only one cancellation of the tournament; in 2020 due to COVID restrictions.

A few key dates

- 1939 The first edition of the tournament on the Golf-Club Crans-sur-Sierre course
- 1971 The different tournaments get together and create the EUROPEAN TOUR.
- 1983 The SWISS OPEN becomes EUROPEAN MASTERS, in reference to the US MASTERS, one of the most prestigious tournaments in the USA
- 2022 The European Tour changes its name and becomes the DP World Tour
- 2023 76^e edition of the Swiss Open in Crans-Montana (84th anniversary)
88^e edition of the Swiss Open (100th anniversary)

Today, it is the oldest European tournament to be held each year on the same course.

The winners per edition : <https://www.omegaeuropeanmasters.com/tournament/past-winners>

More info on the history of the tournament : <https://www.omegaeuropeanmasters.com/about/history>

Golf course

History

In **1906**, the Plan-Bramois course took shape under the impulse of Henry Lunn and Albert de Preux. Over the years, it was corrected and improved several times, notably in **1997** by the extraordinary Spanish player Severiano Ballesteros. After winning the Omega European Masters three times, he completely redesigned the course and even gave it his name.

More info : <https://golfcrans.ch/en/page/golf-club/presentation/history-61>

Recent work

To cope with the evolution of the game and the equipment, which became more efficient, but also and above all to offer a high quality course from the opening of the season on, a complete renovation of the course began in **2011**, under the guidance of the architectural firm "European Golf Design".



Each year, work is therefore undertaken to improve the course. If the most spectacular renovation was undoubtedly the reconstruction of hole 13 and its impressive grandstand in 2013, all the greens, fairways, bunkers, tee boxes, irrigation, access roads, etc. are reviewed and optimized. Between 2022 and 2023, the [greens 1, 4 and 5](#) have been improved.

The total investment cost since 2011 reaches 20 million Swiss francs. Funding is provided by the Omega European Masters, with the support of the ACCM, the Canton of Valais, the Loterie Romande, the Fondation du Casino and of course the Golf-Club. This is the price to pay to maintain and develop a world-class tournament and to ensure a successful golf season.

The work will go on this fall, with the greens 10 and 17.

The current course : [Official booklet, p. 49 à 68](#)

Organisation

The Association of the Omega European Masters, that consists of the Golf-Club Crans-sur-Sierre and the Barras family, is the organiser of the tournament.

Members of the committee and management : [Official booklet, p. 45](#)

In total, more than **1200 people** work to make the Omega European Masters a success. Here are some approximate numbers :

Committee	20 people
Golf course	420 people
TV	120 people
Catering	150 people
Maintenance	50 people
Security	60 people
Hospitality	400 people

Finances

Budget : 10 million (without investments for the golf course)



Sponsors & partners

The tournament is honoured to have many trusting partners. Some of them have been supporting the Omega European Masters for a very long time :

- OMEGA is sponsor since 1994 and title sponsor since 2001.
- Credit Suisse is sponsor since 1983.
- Vaudoise is sponsor since 2014.
- Porsche is sponsor since 2019.
- The Canton of Valais and the municipalities of Crans-Montana are supporting the tournament since the beginning.

TITLE SPONSOR			BRONZE PARTNERS			
MAIN SPONSORS						
GOLD PARTNERS						
			MEDIA PARTNERS			
SILVER PARTNERS			INSTITUTIONAL PARTNERS			
				CULTURAL PARTNERS		
FONDATION OPALE						

The complete list of our partners is available here :

<https://www.omegaeuropeanmasters.com/sponsors>



Broadcast

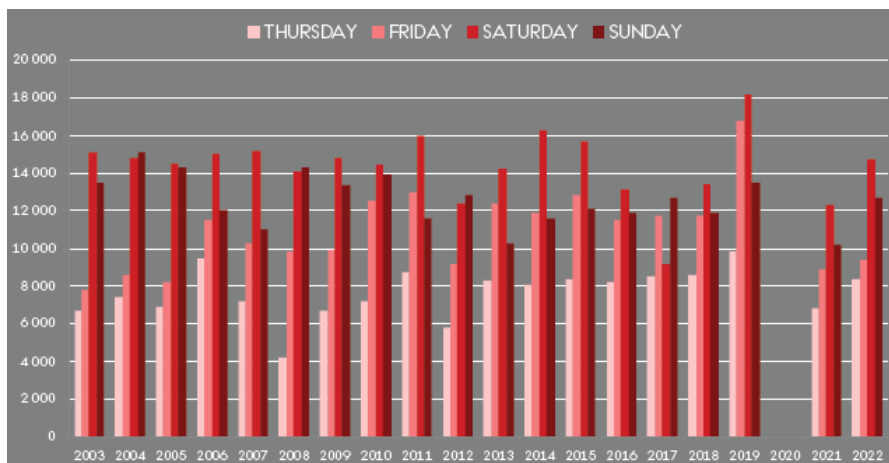
Images of the Omega European Masters are being widely broadcast around the world. Here are some TV figures from the 2022 edition.

A TOTAL BROADCAST COVERAGE COUVERTURE DE DIFFUSION					
LIVE		REPEATS / HIGHLIGHTS		TOTAL COVERAGE	
Total Live Coverage		Total Repeats / Delayed / Highlights		Total Coverage	
1,136 hours		1,247 hours		2,384 hours	
+17.6%*		-23.0%*		-7.8%*	
2021	966 hrs	2021	1,619 hrs	2021	2,586 hrs

A LINEAR TV METRICS BY CONTINENT VALEUR TV MÉTRIQUES PAR CONTINENT	
CONTINENT	POTENTIAL HOUSEHOLD REACH
Europe	54,868,361
Asia Pacific	454,780,640
Africa & Middle East	46,989,868
North America	95,012,000
Total	651,650,869

C HOUSEHOLD REACH AND LINEAR TV VALUE PORTÉE DES MÉNAGES ET VALEUR TV					
POTENTIAL HOUSEHOLD REACH		GROSS ADVERTISING VALUE		NET SPONSORSHIP VALUE	
651.7m		\$100.5m		\$39.6m	
+15.4%*		+5.3%*		+17.5%*	
2021	564.6m	2021	\$95.5m	2021	\$33.7m

Spectators



The Omega European Masters attracts an average of 50,000 spectators per edition.

In 2022, 50,200 spectators were present for the tournament.