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bit.ly/oem22_mediaguide

Virtual media centre

bit.ly/oem22_virtualmediacentre

Whatsapp group

bit.ly/oem22_mediagroup

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The competition

Participation

Registered players (on 16.08.2022)

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

[Rasmus Hojgaard](#), DEN, 3 victories, defending champion

[Nicolai Hojgaard](#), DEN, 2 victories, winner of the Ras al Khaimah Championship in February 2022

[Danny Willett](#), ENG, 8 victories, among which the Masters Tournament in 2016 and the OEM 2015

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

[Ryan Fox](#), NZL, 4 victories, winner of the Ras al Khaimah Classic in February 2022, 5th of the DP World Tour Ranking

[Adrian Meronk](#), POL, 2 victories, winner of the Horizon Irish Open in July 2022, 8th of the DP World Tour Ranking

[Sean Crocker](#), USA, 1 victory, winner of the Hero Open in Scotland in July 2022

[Richie Ramsay](#), SCO, 6 victories, winner of the Cazoo Classic in England in July 2022, 22nd of the DP World Tour Ranking

[Kalle Samooja](#), FIN, 2 victories, winner of the Porsche European Open in Germany in June 2022

[Victor Perez](#), FRA, 4 victories, winner of the Dutch Open in Mai 2022

[Adri Arnaus](#), ESP, 2 victories, winner of the Catalunya Championship in Mai 2022, 20th of the DP World Tour Ranking

[Ewen Ferguson](#), SCO, 2 victories, winner of the ISPS Handa World Invit. in August 2022, 17th of the DP World Tour Ranking

[Ashun Wu](#), CHN, 4 victories, winner of the Magical Kenya Open presented by Absa in March 2022

Invited players

10 professionals, among which

Swiss Golf	Benjamin Rusch, CH, Lipperswil
Swiss Golf	Joel Girrbach, CH, Lipperswil
Swiss Golf	Mathias Eggenberger, CH, Bad Ragaz
Swiss Golf	Luca Galliano, CH, GC Lugano
OEM	Rory Sabbatini, SVK
OEM	Andres Romero, ARG
OEM	Matt Wallace, ENG
OEM	Jeremy Freiburghaus, CH
OEM	Jamie Lovemark, USA
OEM Pro eSport	Aleksandar Radoicic, MNE

6 amateurs

Swiss Golf	Nicola Gerhardsen, CH, Breitenloo
Swiss Golf	Cédric Gugler, CH, GC Zürich
Swiss Golf	Maximilien Sturdza, CH, Genève
Swiss Golf	Marc Keller, CH, Schönenberg
Winner of the Memorial Olivier Barras	Loïc Ettlin, CH, Wylihof
OEM	Filippo Celli, ITA, Olgiata GC



Entry list

<https://www.europeantour.com/dpworld-tour/omega-european-masters-2022/entry-list>

Ranking

DP World Tour :

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

Rules

Omega European Masters :

<https://www.omegaeuropeanmasters.com/en/pages/rules-362>

Prize Money

Total : 2'000'000 €

Winner : 340'000.- €

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

The program

Schedule

The complete and detailed schedule is available here :

<https://www.omegaeuropeanmasters.com/en/pages/schedule-2022-141>

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.

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, Rasmus Hojgaard will be the 74th winner to leave his mark for eternity in Crans-Montana. The plaque is usually placed on the Thursday of the tournament.



After by Prado Luxury

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. The boutiques will be open until 9pm, while foodtrucks and food stands will delight your taste buds until 9.30pm on Friday evening and 10pm on Saturday. All this will be accompanied by various jazz 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](#)

New infrastructures

Dent Blanche Lounge

The exclusive VIP area “Dent Blanche”, located at the second floor just next to the 18th green, has extended and now offers a beautiful terrasse with a stunning view on the 18th hole and on the mountains.

Restaurant at the turn

Behind the 9th hole, the little restaurant has been completely rebuilt and now offers a cosy terrace in the middle of the golf course. That area is open and accessible to everyone.

eSport

For the first time ever, 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 9 to 31 July 2022, players from all over the world were able to play four rounds on a replica of the Severiano Ballesteros. The top three players 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. More than 500 players from 17 different countries participated.

More info : <https://oem.allinone.io/media/document/0/oemesport2022.pdf?1660226237>



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			

The complete list of our partners is available here : <https://www.omegaeuropeanmasters.com/fr/sponsors/sponsor-titre/>



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
 - 2022 75^e edition and 83th anniversary of the tournament in Crans-Montana
- Today, it is the oldest European tournament to be held each year on the same course.

The winners per edition : <https://www.omegaeuropeanmasters.com/en/palmares/>

More info on the history of the tournament : <https://www.omegaeuropeanmasters.com/en/pages/history-155>

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. 43](#)

In total, more than **1300 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	500 people



Finances

Budget : 10 million (without the investment on the golf course)

In autumn this year, construction work are planned for an approximate amount of 2 million.

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. This autumn, work will continue on greens 1, 4 and 5.

The total investment cost since 2011 reaches 17 million Swiss francs. Funding is provided by the Omega European Masters, with the support of the ACCM, the Canton of Valais, the Loterie Romande and the Fondation du Casino. This is the price to pay to maintain and develop a world-class tournament and to ensure a successful golf season.

The current course : [Official booklet, p. 49 to 67](#)

Sustainability

In search of continuous improvement, the Omega European Masters has given itself a mission that by 2022 it will be GEO certified, an international distinction in the field of sustainability. Since 2019, GEO Foundation and TheSHIFT have been working with the Organization, analysing each area of the tournament, and thereafter producing a sustainability report in 2019 and 2021, and a carbon emissions summary in 2021.

More info and concrete actions : <https://www.omegaeuropeanmasters.com/en/pages/sustainability-142>



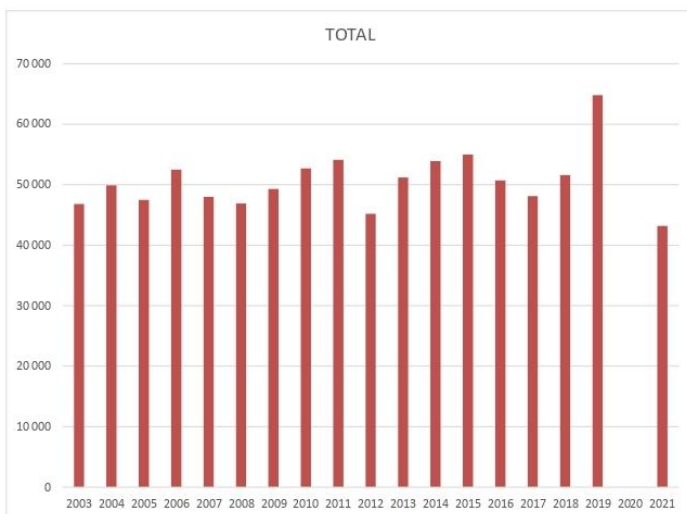
Broadcast

Images of the Omega European Masters are being widely broadcast around the world. Here are some TV figures from the 2021 edition.

A TOTAL BROADCAST COVERAGE COUVERTURE DE DIFFUSION		
Total Live Coverage	Total Repeats / Delayed / Highlights / Preview coverage	Total Coverage
966 hours +10.6%*	1,619 hours +11.6%*	2,586 hours +7.5%*
2019 873 hrs	2019 1,451 hrs	2019 2,324 hrs
C HOUSEHOLD REACH AND LINEAR TV VALUE PORTÉE DES MÉNAGES ET VALEUR TV		
Potential Household Reach	Gross Advertising Value	Net Sponsorship Value
555.3m +68.7%*	\$95.5m +13.6%*	\$33.7m +4.4%*
2019 329.2m	2019 \$84.0m	2019 \$32.3m

A LINEAR TV METRICS BY CONTINENT VALEUR TV MÉTRIQUES PAR CONTINENT	
CONTINENT	POTENTIAL HOUSEHOLD REACH
Europe	56,751,665
Asia Pacific	365,829,640
Africa & Middle East	46,989,868
North America	95,012,000
Total	564,583,173

Spectators



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

In 2021, despite the numerous restrictions linked to covid, 43,200 spectators were present for the tournament.