



Press release

16th August 2021

Omega European Masters back at the top

After a record-breaking event in 2019, the Omega European Masters experienced its first cancellation since the 2nd World War in 2020. The COVID-19 pandemic has not spared the prestigious Crans-Montana tournament which had to be cancelled like almost all major sporting events in Switzerland.

It is therefore a highly motivated organizing committee that has returned to work to set up a special 2021 edition with the promising presence of a large audience. The constraints related to COVID-19 have led to many changes and adaptations, but the number of spectators will be unlimited thanks to the implementation of the COVID-19 certificate (vaccinated, cured or tested), guaranteeing access to the tournament grounds. With presale figures similar to 2019, well beyond expectations, the public has responded despite the access conditions and the tournament is ready to welcome its many spectators.



The continuity of the tournament is assured

The Omega European Masters enjoys a healthy financial situation, despite the unfavourable economic context, thanks to its many loyal sponsors and partnerships. The financing of the tournament is assured thanks in particular to the title sponsor OMEGA which has extended its contract until 2027; to Credit Suisse who has extended its support until 2024; to La Vaudoise and Porsche who are both main sponsors until at least 2023; and not to mention the unconditional support of the Valais Canton and the municipalities of the Haut-Plateau. In addition, the contract with the European Tour has also been renewed until 2027, thus ensuring the presence on the European Tour calendar and exclusivity in Switzerland.

This year, the budget for the event is CHF 10 million. This reduction is explained by a decrease in the prize-money of €500'000 and the absence of work carried out during the spring. However, the course continues to evolve. Since they were last here, the pros will discover a new area of the Club-House, putting green, 3rd hole and the 2nd hole green completely renewed. This fall, the renovation of greens No. 1, 4 and 5 is on the schedule.



A board of quality players

In addition to the tournament itself, the atmosphere and its spectacular setting, the players have a huge role in attracting crowds to the Severiano Ballesteros course at the Crans-sur-Sierre Golf Club.

The Italian Francesco Molinari has confirmed his presence and will return to the greens of Crans-Montana after an absence of 7 years. The man who finished 2nd in 2006 has come a long way since then, as he was able to celebrate 6 victories on the European Tour, 2 on the PGA Tour, a Ryder Cup victory in 2018, but above all he became the first Italian to win a major tournament when he won the Open Championship in 2018.



Together with Olympic medalist and British Open winner, Henrik Stenson, the former world No. 1 and 2014 USPGA and 2014 US Open winner, Martin Kaymer, the 2016 Augusta Masters winner, Danny Willett, spectator favourite Miguel Ángel Jiménez, and in-form Bernd Wiesberger, the 2021 event promises a great battle for the coveted "Red Jacket" and the €315,330 prize money.

In homage to Gaston-F. Barras

The Omega European Masters missed an edition, but the tournament lost its iconic president. Mr Gaston-F. Barras passed away from a short illness on March 7, 2021, just a few months before his 90th birthday. A charismatic and passionate character, he had chaired the organizing committee of the Swiss Open since 1964 and had himself participated in its very first event in Crans-Montana as a caddy at the age of 8.



Today it is his son, Christian Barras, who takes over the presidency of the Omega European Masters Association. This structure is expected to evolve to soon become the Gaston Barras Foundation. This will aim to support and develop the tournament and golf in general on the Crans-Montana High Plateau. Furthermore, the title sponsor OMEGA has already committed to provide financial support of CHF 50'000 to a deserving young Swiss golfer through the Gaston Barras Foundation from 2023.

A sustainable event – people and ecology

The BEAT THE PRO event, played for the first time in 2019, has left its mark on people's minds and will be repeated on Saturday, August 28, 2021. On this occasion, 22 young Swiss players will be able to play the 8th hole at the same time as the professional players during the tournament, and will try to beat their idols live on TV. An incredible opportunity to inspire and motivate these young talents to continue their journey in golf.

The Omega European Masters also pursues its goal of continuous improvement in terms of sustainability. To this end, a new strategy has been developed in connection with the UN SDGs. For 2021, more concretely, water fountains will be deployed throughout the course and reusable cups and dishes will be required at the event, with the aim of reducing the consumption of single-use plastic and PET. In addition, a carbon footprint will be calculated for the first time. All these measures are in preparation for GEO certification in the coming years.

FURTHER INFORMATION

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Lists

Omega European Masters 2021 entry List: <https://www.europeantour.com/european-tour/omega-european-masters-2021/Entry-list>

European Tour ranking: <https://www.europeantour.com/european-tour/#Ranking>

History

1939	Swiss Open first time on the Golf-Club Crans-sur-Sierre golf course
1940-1947	No tournament due to the second world war
1971	Setting up of the European Tour
from 1982	Ebel as title sponsor
1983	The Swiss Open Becomes the European Masters
from 1991	Canon as title sponsor
from 2000	Omega as title sponsor
2019	80th tournament anniversary
2020	cancellation due to the COVID-19 pandemic

Facts & Figures

10'000'000	total budget in CHF
2'000'000	Omega European Masters Prize Money in €, including 315'330 € for the winner
100'000	Credit Suisse Pro-Ams Prize Money in CHF
65%	share of sponsorship in the budget
Approx.100	signed contracts
1'320	people involved in the organization
2'324	total TV coverage (2019)
329'200'000	potential household TV reach (2019)
64'800	# of spectators (2019)
Approx. 4'000	# of VIP guests
156	# of players (including 150 professionals and 6 amateurs)