



THE WINTER CHARM  
OF ST. MORITZ

# SNOW POLO WORLD CUP

WHEN WE THINK OF POLO, WE OFTEN IMAGINE LUSH GREEN LAWNS, RACY HORSES AND ELEGANT PLAYERS IN THE SUMMER SUNSHINE. HOWEVER, THERE'S A WINTER VERSION OF THIS ICONIC SPORT THAT COMBINES POISE, COMPETITION AND BREATHTAKING SCENERY: SNOW POLO ST. MORITZ. BY HELENA PERDOUX FRANCES





**WHEN ENTHUSIASM MEETS SKILL**

Every year, on the last weekend in January, the polo elite gather in St. Moritz, Switzerland, to take part in the Snow Polo World Cup. This prestigious event attracts 20,000 enthusiasts from all over the world to watch the world's best polo players. This sporting event is much more than just a competition; it is also the scene of distinguished evenings, a showcase for the refinement that characterizes St. Moritz.

It was in 1983 that Swiss hotelier Reto Gaudenzi, enlightened by his friend Hans Peter Danuser, Director of Tourism in St. Moritz, launched the idea of a polo tournament on snow. They put all their energy into this ambitious project.

**A WEEKEND TO REMEMBER IN 1985**

The polo players arrive from Munich, Paris and Geneva. On the eve of the first match, Saturday January 26, 1985, heavy overnight snow jeopardizes the competition scheduled for the following day. Reto Gaudenzi, led by his tenfold energy, put together an unhoped-for logistical solution and defied the municipality's decision to cancel the competition altogether. He was rewarded by the presence of 130 journalists and a thousand spectators, whose enthusiasm could not be dampened by the weather conditions.

The following day, they were all treated to a sunny Sunday with ideal conditions. The world premiere of Snow Polo, and a trophy won by the Cartier St. Moritz team, make this an unforgettable success. The passion for this 2,600-year-old sport has been rekindled...

In addition to its impressive sporting organization, logistics and passion, Snow Polo St. Moritz is synonymous with elegance. Elegant spectators gather around the field to watch the matches while sipping champagne. This sporty, relaxed and sophisticated atmosphere reflects the spirit of St. Moritz.



**ST. MORITZ: OPULENCE AT THE SERVICE OF SPORT**

St. Moritz, the legendary Swiss ski resort, is much more than just a winter destination... it's a veritable paradise for mountain lovers and winter sports aficionados. Nestled in the Swiss Alps, this world-renowned ski resort has everything to seduce winter sports enthusiasts or those seeking invigorating relaxation... all in an environment synonymous with well-being and entertainment.

**THE SPIRIT OF ALLEGRA**

Allegra, the age-old Romansh greeting, a form of cheerful hello, is used by everyone in St. Moritz. For over 150 years, its inhabitants have made it a place for winter entertainment, such as the bobsleigh invented here at the end of the 19th century.

What makes St. Moritz so appealing is the perfect balance between a world of competition and a luxurious lifestyle, an interlude between sport and savoir-vivre. Snow Polo takes part in this parenthesis and opens it up to world-class polo players from the four corners of the globe, ready to battle for the legendary Trophée Cartier, Snow Polo's most coveted prize.

**PLAYERS UP TO THE CHALLENGE**

The Snow Polo World Cup attracts some of the best players in the world, ready to test their skills in a unique environment. Their horses, specially trained for this winter version of the sport, are true equestrian athletes. Competitions are fast-paced and uncompromising, thanks to the players' finesse, agility and precision.

**RELAXED AND SOPHISTICATED, THE SPIRIT OF ST. MORITZ BRINGS TOGETHER**

Beyond the festive aspect, the St. Moritz Snow Polo World Cup has a positive impact on the region. By attracting visitors from all over the world, it stimulates the local economy and highlights the natural beauty of this iconic location. In a way, the success of this event contributes to the well-being of the community.

**A FEW FIGURES ARE BETTER THAN A FEW WORDS...**

- 40 men for a total of 5,600 hours' work
- 2,600 tonnes of tents, fencing, grandstands and more
- Around 150 people, including volunteers
- Less than 3 weeks...
- A budget of CHF 2.5 million
- A gain for the Engadine Valley of CHF 12 million

Snow Polo St. Moritz is much more than just a sports tournament. It's a celebration of competition, tradition and refinement, all set against the backdrop of the Swiss Alps. While the Snow Polo St. Moritz World Cup remains an exceptional adventure for all lovers of a unique experience combining sport, elegance and breathtaking scenery...





**39TH SNOW POLO WORLD CUP ST. MORITZ 2024**

This truly is an event of superlatives: with the world's elite players displaying top-class polo, set against a uniquely stunning mountain backdrop, teamed with an unparalleled supporting programme. Other players in the spotlight in addition to "Pelon" Stirling are Fred Mannix from Canada – without a doubt, one of the best, if not the best, amateur players in the world – and the Englishman Max Charlton, who for many is the best player on snow. Meanwhile, the reigning FIP Polo World Champion Pelayo Berazadi (Spain) will certainly have a lot of say in the final result. Spectators flock to Lake St. Moritz in their thousands every year. While the Engadin is slowly getting ready for the winter season, preparations are in full swing for the region's top winter event: from 26 to 28 January 2024, over 20,000 lovers of action-packed polo will once again gather for a one-of-a-kind get together on the breathtakingly beautiful frozen Lake of St. Moritz

In addition to long-standing sponsors such as Maura Wasescha, Mauritius, Kessel/Maserati and Sprüngli, as well as all of St. Moritz's five-star hotels (Badrutt's Palace, Kulm Hotel St. Moritz, Kempinski Grand Hôtel des Bains, Carlton Hotel, Suvretta House, and the newly opened Grace La Margna), various new sponsors and partners are supporting the Snow Polo World Cup St. Moritz, including the exclusive Swiss catering company GAMMACATERING as official VIP hospitality marquee partner.

[www.snowpolo-stmoritz.com](http://www.snowpolo-stmoritz.com)

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