

PRESS KIT



BARRIÈRE

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# EQUINE ESTR IAN

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2018 EDITION

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*Barrière and the world  
of equestrianism:*

100

**years  
of passion**



**HISTORIC LINKS**

Show jumping, racing, polo, auctions... the bond between Barrière and the horse world has endured for over 100 years. A leading partner of the most prestigious riders and equestrian events, the Group has long enjoyed a privileged relationship with this passion-inspiring sport. Its close involvement with the world of horse racing began in Deauville, the renowned equestrian destination where Barrière came into being in 1912. This legendary city plays host to the Group's emblematic Barrière Meeting at La Touques racecourse every summer. Not forgetting its famous ARQUANA horse auctions, the Barrière Polo Cup and its long-standing partnership with the Pôle International du Cheval.

As it expanded over the years, Barrière established itself in other cities with a strong culture of equestrianism, crossing paths with a number of horse racing icons along the way. The adventure began in La Baule, Le Touquet and Dinard where the first resorts were built, before continuing to Cannes, which saw Barrière forge its first links with cinema, then on to Enghien-les-Bains, which was home to Europe's first casino. In each of these destinations, the Group has partnered with high-profile events such as the CSIO5\*, an international show jumping competition that attracts the very best. Between 1999 and 2007, it was also the sponsor of the largest global equestrian meet in the world, Le Prix de l'Arc de Triomphe.

**SHARED VALUES**

The close relationship between Barrière and the equestrian world did not happen by accident. It is based above all in shared values: elegance, expertise, creativity, virtuosity, excellence, tradition... Behind the idealised image of galloping along the beach at dawn, taking care of a horse and earning its respect requires rigour and discipline. That's where Barrière and equestrianism unite as one: in the saddle or in the dining room, on the track or at the table, everything has to be perfect, right down to the smallest detail. These are the values that have forged the reputation and signature of the Barrière group. With glamour and excellence, Barrière and the equestrian world share not only values, but also a common vision.

# EQUES- TRIAN

LEGENDARY  
DESTINATIONS



Since the creation of the resort during France's Second Empire, Deauville's history has been so closely entwined with horses that today the city is naturally considered as the country's equestrian capital. With horse races taking place for six months of the year, world-renowned thoroughbred auctions, a polo world championship, show jumping, dressage, harness racing and even horseball, Deauville is now an international showcase for equestrian sports. Its acclaim is inseparable from Barrière's role in the region.



# Deauville



In the early 20th century, the small town of "Dosville" found itself eclipsed by neighbouring Trouville. Deauville owes its revival, grandeur and allure to Eugène Cornuché, owner of the famous Parisian brasserie "Chez Maxim's" and director of the casino in Trouville. He believed that the beach on the Côte Fleurie needed all the amenities and grandeur to which the wealthy aspired. A casino was built first, then a luxury hotel, Le Normandy, and another, the following year, Le Royal. His friend and associate, François André, founder of the Barrière group, also contributed to the development of the resort. In 1863, Deauville beach was converted into a racecourse between tides and the starting gun was fired for the town's very first horse race... Thanks to the visionary Duc de Morny, horses had always been highly valued in the town. The marshlands were drained and La Touques racecourse was built in 1864 - a 70 hectare space including 15 tracks in the heart of the town.

The inauguration of the Clairefontaine racecourse in 1928 further reinforced Deauville's reputation in the equestrian world: it is the only racecourse on the Normandy coast to welcome all three disciplines of harness racing, show jumping, and steeplechase. Today, the racecourses of La Touques and Clairefontaine attract the very best horses and jockeys in the world who compete there for over sixty days a year, making Deauville airport France's premier horse transportation airport.

## BARRIÈRE,

Partner of La Touques racecourse

La Touques racecourse is open 43 days a year to horse racing enthusiasts, professionals and novices, as well as holidaymakers from all backgrounds. A prestigious and varied calendar of races is organised throughout the year, even in winter, thanks to the fibresand track. Around fifteen trainers at the top of their game use the sand tracks to exercise their horses.

A partner of the racecourse, Barrière has been an integral part of its achievements, which reach their height every August with Barrière's Meeting de Deauville. Over 18 days, nearly 2,000 horses and their jockeys take part in around 150 races! The equestrian elite, international horse racing stars and the greatest horses of the moment take up their summer quarters in the famous seaside town.

The day of the Lucien Barrière Grand Prix de Deauville is especially dedicated to the Group with 10 races bearing the Barrière name, the most exciting of which, the Grand Prix, qualifies the winner for the greatest race in the world, the Prix de l'Arc de Triomphe, and provides 2,500 metres of suspense for thoroughbreds aged 3 years and over. The Meeting is extremely popular with racing enthusiast holidaymakers: trips to the beach, walks along the Planches boardwalk and relaxation alternating with thrilling spectacles on the tracks.

### DEAUVILLE, THE BIRTHPLACE OF POLO

It is believed that polo was first played around 2,500 years ago in the steppes of central Asia. Some historians therefore consider it to be the oldest team sport in the world.

In France, the first polo matches were played in Deauville in 1880 at Deauville-La Touques racecourse. In 1907, Robert de Rothschild, Captain Joubert and the Duc de Gramont founded the Polo Club, which was frequented by the King of Spain, Alfonso XIII, who won the Coupe Gramont here. Later, the Maharajah of Jaipur came to compete in the tournaments with his turban-wearing players and horses with their silk martingales.

In 1950, the now-famous Coupe d'Or was created at the instigation of François André, owner of the Le Royal and Le Normandy hotels and the Casino Barrière Deauville. The first edition was won in 1950 by Élie de Rothschild and his Franco-Spanish team. Today, the Coupe d'Or is the only tournament in France, and one of the few tournaments in Europe to be able to boast a list of winners that includes the names of all the greatest players of the past six decades.

The biggest names in the discipline come there to compete, especially in August for the legendary Barrière Deauville Polo Cup. The 2017 edition attracted 10,000 spectators, 80 players and 250 horses over 35 matches.

EQUESTRIAN



### WORLDWIDE EVENTS

#### AT THE PÔLE INTERNATIONAL DU CHEVAL

In 2010, Deauville's equestrian facilities were completed by the Pôle International du Cheval (PIC). Stretching over eight hectares, it is a unique location offering professionals cutting-edge facilities and equipment, particularly the large indoor arena that allows competitions in a range of disciplines to take place throughout the year: show jumping, dressage, polo and horseball... Every year the PIC programme comprises 80 days of national and international competitions, which Barrière is associated with 4 times a year at the Grand National in June, the CSI Amateurs and Ambassadors in July, the Longines Deauville Classic in August and the Tournée des As Poney CSO in December. The Jump'in Deauville, a key show jumping event of the season, left La Touques hippodrome to take up residence at the PIC in 2011. In 2014, the Pôle International du Cheval was also used as a training ground for riders at the World Equestrian Games in Normandy.

### THE PREMIERE THOROUGHBRED AUCTION HOUSE IN FRANCE

Auctions of British thoroughbreds have formed an integral part of Deauville's identity since August 1887, when twenty horses were presented at the suggestion of Gustave Lyon. In 1892, he purchased the lands on which the Elie de Brignac establishment is located today, next to La Touques hippodrome. Now managed by the ARQUANA group, the second largest horse auction agent in France, this legendary arena hosts seven auctions during the year, three of which are dedicated to yearlings, two to horses in training and ready-to-race horses, and two for stud and mixed sales. The Yearling Auction in August, which presents the best examples of British thoroughbreds in Deauville, is the most prestigious sale of the year.

Countless stars of the turf have been auctioned off at the famous "Deauville sales", which are considered a real mark of quality in the racing world. Among them are Héliasio and Subotica, winners of the legendary Prix de l'Arc de Triomphe, as well as Urban Sea, mother of the stallion Galileo, currently top of the European rankings, and the six-time winner of Group 1 Sea the Stars. Deauville is now the first thoroughbred auction house in France and the second in the European market.

The Elie de Brignac auction house also provided an excellent place for horses and jockeys to stay and train during the World Equestrian Games.



As horse lovers and the riding world know, La Baule is home to every variety of equestrian discipline. Its highlight is the famous international show jumping event, of which Barrière has been a long-standing partner for over 50 years, under the aegis of the group's founder, François André.



#### LE GRAND JUMPING, AN INTERNATIONAL EVENT

The equestrian world arrived at the party in the 1950s, when François André began to hold races in front of the Hermitage in La Baule bay. 1966 marked a turning point with the signature of a partnership between Barrière and the international show jumping event we know today, which was just then coming into existence. The Group's reputation grew in parallel to that of the competition. François André went on to bequeath land to La Baule, to where the show jumping event was moved. It found its home in the large equestrian stadium that bears his name, where the best show jumpers come to compete every year to the great delight of spectators. Emblematic of its very strong links with Barrière, two prizes pay homage to the Group, the Prix Casino Barrière and the Prix Groupe Barrière. For every competition, L'Hermitage, Le Royal, Le Castel Marie-Louise and the casino all live and breathe show jumping, screening the event live. As tradition demands, the closing party is also held at the Hôtel Barrière L'Hermitage.

In addition to the famous show jumping, fans of equestrianism enjoy a wealth of choice for an exceptional experience during their stay in La Baule: a gallop at one of the numerous riding centres of the Presqu'île de Guérande, an introduction to polo and its frenzied races on the Congor polo ground and, when the bathers have left the beach in the bay, a hack on the sand, breathing in the goodness of the sea air and the ocean spray.

In the late 19th century, with seaside holidays increasingly in vogue, "La Bôle" rapidly gained a reputation as one of the most prestigious seaside resorts, alongside Dinard, Deauville and Biarritz. Thanks to its beautiful large bay and warm climate, François André was also charmed by the area and decided to make it "the place to go" for his clients, already devotees of Deauville and Biarritz. In 1923, he bought the Hotel Royal and Casino and transformed them into a single destination comprising almost 3,000m<sup>2</sup> of rooms, lounges and lobbies, surrounded by prestigious boutiques. The music hall, theatre, cinema and dance hall were constantly full. François André's gamble had paid off: La Baule's Pavie quarter became the centre of high society. It's said even that Mistinguett and Sacha Guitry presided over gala dinners there...





A prestigious showcase for French luxury, Cannes is spellbinding. For over thirty years, the Mediterranean city has hosted Le Longines Global Champions Tour, a prestigious event that, like Cannes itself, combines charm, elegance and beauty.



# Cannes

Originally a modest village of monks and fishermen, Cannes began to flourish in the 19th century. In 1834, while en route to Italy with his daughter, the Lord Chancellor of Great Britain, Lord Brougham, stopped in Cannes somewhat by chance. He was charmed by the hospitality, the gentle Provençal nature, the local dish of bouillabaisse, and the islands, and decided to set up home here. His prestigious name attracted Europe's aristocracy. In around 1849, the path that snaked along the coastline was enlarged, later becoming the famous Croisette. This promenade allowed new buildings to be constructed, including the legendary Majestic from 1923, which was taken over by François André and his nephew Lucien Barrière a few months after its inauguration. During the Roaring Twenties, the rich and famous rubbed shoulders with crowned heads in exile at magnificent soirées. Gradually Cannes, once a winter resort, grew into its vocation as a summer resort, thanks to the fashion for sea bathing and tanned skin. Now a prestigious showcase for French luxury, imbued with the Mediterranean spirit, Cannes became a truly fascinating destination. Year after year, tourists from all over the world rushed to this town with its eternal aura.

An elegant seaside resort renowned for its Belle Époque villas and the British film festival that takes place there every year, Dinard plays host to the Jumping International. An unmissable summer event, this prized competition is held on the Val Porée course, one of the top turf courses in the world, in partnership with the Group.



**THE ACQUISITION OF THE LEGENDARY GRAND HÔTEL**

In 1998, the Barrière group purchased the building, with a view to transforming it into a luxury resort. Following a period of transition, it was not until 2013 that the seaside resort rejoined the world of elite show jumping thanks to the arrival of Sport Concept at the helm of the Jumping International. In 2014, the Jumping International de Dinard obtained its fifth star, a prestigious label that catapulted it into the closed circle of the world's greatest equestrian competitions.

Every season promises spectators a thrilling spectacle with the greatest international riders and horses. The Jumping international de Dinard is an unmissable summer event. Here, too, there is a Hôtel Barrière Le Grand Hôtel Dinard competition, as well as a Barrière obstacle on the course.



The "Hôtel de Dinard", the first hotel in the new Côte d'Emeraude resort was built in 1858 on the edge of the "Grande Rue", and was later to become the Grand Hôtel. In the late 19th century, the Breton town of Dinard's golden age, celebrities and Europe's royal and imperial families flocked to the larger hotels. The Grand Hôtel therefore soon gained a reputation as the place to be seen and meet Europe's royalty. With its exceptional location and view over the bay, it quickly became one of the town's most emblematic establishments.

Grand soirées were held, and the hotel became the resort's most privileged and renowned location. In 1998, the Barrière group purchased the building, with a view to optimising its comfort and raising it to the standards of great luxury.

In 1912, the Dinard Equestrian Society was formed, allowing the cavalry officers of the St Malo, Dinan, Pontivy and Rennes regiments to train here, as well as a few private enthusiasts. The first edition of the Dinard horse show was held from 25th to 28th July 1912 on the Eroile Dinardaise sports ground. More than just a horse show, this initial event was a real festival of horses. Thanks to the intense publicity it received, the event was an unprecedented success, with nearly 4,000 chic, elegant visitors coming especially for the occasion. In 1934, thanks to the event's success and the growing number of foreign riders invited, the Dinard horse show became official. Since its qualification as an international competition in 1960, the Jumping de Dinard has hosted major equestrian competitions including the Europe Juniors championship in 1969 and the Europe Seniors championship in 1985.

Nicknamed a “Sporting Paradise”, this seaside resort attracts high-level sportspeople and has hosted numerous international competitions and leading equestrian events since the 20th century. Barrière owns the Hôtel Le Westminster, a real Art Deco gem on the Côte d’Opale, which was a favourite haunt of the Parisian smart set in the 1920s.



# Le Touquet

In the late 19th century, Parisian notary Jean-Baptiste Alphonse Daloz purchased 1,600 hectares of dunes at the mouth of the river Canche, which he planted with pine trees, alders and poplars. This ideal location between sea and forest inspired his friend Hippolyte de Villemessant to create a chic holiday destination for Parisians, which he named Paris-Plage. Its success was instant and its reputation global. Officially created in 1912, the century-old municipality of Le Touquet-Paris-Plage was visited by everyone who was anyone in Paris and London attracted by its peaceful setting and sumptuous landscapes. The Hôtel Westminster was built there in 1924 instead of a charming wooden casino. It took its name from the Duchess of Westminster, a patron of the military hospital that took up residence in the casino's rooms during the First World War.

A Belgian company carried out the building work, predominantly using the red brick so typical of their homeland. During the roaring twenties, the “West” became a haunt of the fashionable jet set, with the hotel's guest book testament to its many illustrious visitors: the Prince of Wales, Lord Mountbatten and the Aga Khan. Over time, the “pearl of the Côte d’Opale” swapped its luxurious attire for a more casual chic. The Westminster reopened as a hotel in 1946, having closed during the Second World War, and was owned for a time by the Barrière Group, who then took possession of it again in May 2016. The last grande époque palace still standing, it remains an unmissable holiday destination in the city.

## LE PARC EQUESTRE DU TOUQUET,

### THE PROLOGUE TO JAPPELOUP'S FEATS

Decade after decade, more and more equestrian activities came to Le Touquet: horse shows, polo, hunting...

With a surface area of 65 hectares, Le Touquet-Paris-Plage's Parc Equestre is home to the equestrian centre, the show jumping grounds and the internationally renowned La Canche racecourse. Entirely refurbished between 2009 and 2011, it is the scene of over fifty days of equestrian competitions and events a year, from international eventing to European championships for ponies. Major names have left their stamp on the white stone establishment, notably Pierre Durand with his little “Jappeloup de Luze” horse, just before his victory in the 1988 Seoul Olympic Games. Le Touquet's Equestrian Parc was even selected as one of the base camps for jockeys before the Jeux Equestres Mondiaux 2014.

Embedded in Touquet-Paris-Plage thanks to its Casino and Hôtel Le Westminster, since 2017 the Barrière Group has been a partner of the International Show Jumping event that takes place in the resort every year. Enjoying an ideal spot in the world equestrian calendar, the Jumping International du Touquet-Paris-Plage precedes the Jumping International de La Baule, making Le Touquet the perfect preparation for elite competitors. Olympic champion Nick Skelton and Olympic vice-champion Peder Fredericson chose the event as training for the 2016 Olympic Games in Rio. Barrière lent its name to the Prix du Resort Barrière Le Touquet, a qualifier for the Grand Prix on the last day.

Located just outside Paris, Enghien-les-Bains is a town built around its lake, where wellbeing and relaxation are the order of the day. The town is home to one of the largest hippodromes in France after Vincennes, an essential part of the racecourse world. The famous Prix de l'Atlantique Casino Barrière Enghien-les-Bains takes place there in April every year.



#### A HIGH-FLYING RACE IN PARTNERSHIP WITH BARRIÈRE

Today, the Enghien-les-Bains racecourse hosts around 40 harness races and 15 flat races a year. Every year, professionals, racegoers and amateurs thrill to the sound of hooves on the track during the Prix de l'Atlantique, the Grand Steeple-Chase d'Enghien and the Grande Course de Haies d'Enghien. In April, the Prix de l'Atlantique Casino Barrière Enghien-les-Bains annual event, organised by Le Trot, combines sport and entertainment with eight show-races, in partnership with the Barrière group. Open to all, this fun event provides an opportunity to discover the equestrian world. Racecourse spectators can enjoy not only the races, but also numerous events connected to the equestrian or sporting world, such as visits to the stables or behind the scenes of a race, cheerleading shows and an introduction to pony riding. The highly selective Prix de l'Atlantique welcomes major champions every year, such as the horse Bold Eagle in 2017.

# Enghien-les-Bains

Discovered by a young Oratorian curate from Montmorency with a passion for science, the sulphurous waters of Enghien-les-Bains led to the creation of a renowned spa resort in the 18th century. Under the Second Empire, bourgeois Parisians enchanted by the resort's location and accessibility built magnificent residences on the banks of the lake, and little by little the town grew. Lavish parties were held every week, a games room was opened in 1877.

The Enghien-les-Bains racecourse is one of a series of tracks built in the second half of the 19th century in addition to the large Parisian hippodromes. When it opened it had only a "single grandstand covered with a lean-to roof edged with lambrequins and supported by cast iron columns". Gradually, it was completed with a hard course for harness racing in the 1920s, then two new grandstands in 1934.

After the Second World War, the town gradually renewed its festive calendar and the racecourse recovered its racing programme on the 3rd of March 1945 with the Prix d'Amérique. On the 22nd of January 1954, it was at this racecourse that the first "Tierce" was held, created by André and Jacques Carrus.



# EQUESTRIAN ACTIVITIES

A VARIETY OF  
EQUESTRIAN  
ACTIVITIES  
FOR ALL AGES



La Baule, Cannes, Deauville, Enghien-les-Bains: each of these Barrière Resorts offers equestrian activities for seasoned riders and amateurs alike. Beginners' sessions, hacks on the beach and even VIP access to major sporting events are available exclusively to Group clients.



**GO AWAY FOR THE WEEKEND AND TAKE YOUR HORSE**

Deauville makes it possible and Barrière will take care of everything! While riders enjoy the comfort of a Superior room in one of Deauville's three Barrière hotels (L'Hôtel du Golf, Le Normandy or Le Royal), their horse will be stabled by qualified professionals at the Pôle International du Cheval and given a riding boot filled with carrots as a welcome gift.

Your horse will stay in a spacious, light-filled horse box with access to all of our facilities: 3 riding areas, 4 schooling rings with next-generation surfaces, a canter track and several paddocks. And of course, the opportunity to escape for a magical experience on Deauville beach...

**HORSE RIDING YOUR WAY**

The Group offers a number of benefits for its horse riding customers.

- The Centre Équestre de La Baule offers various hourly, half-day and daily options at preferential Barrière rates, for beginners, improvers, with private forest hacks or fantastic rides along the bay. For the beach rides that take place every morning until 10am (with instructor supervision), horses are brought straight out to the front of the hotel.
- In Deauville, the resort also offers hacks on the beach and horse riding lessons.
- All guests can enjoy advantages with Group partners using the Pass Evasion received upon arrival at the hotel. The Pôle International du Cheval also offers 15% off horse riding lessons when booked in advance.



**START YOUR CHILDREN PONY RIDING**

To end the year in style, every December the Pôle international du Cheval hosts an indoor stage of the Tournée des As Poney CSO federal circuit. This high quality circuit open to riders under the age of 18 years is reserved for the best sports ponies in France. To mark the occasion, the Resort Barrière Deauville invites competitors and their families to celebrate Christmas early. Children are welcome to Kid's Barrière, temporarily housed at the Ecole d'Équitation du Pôle, with a range of activities: introductions to pony riding, pony mane and tail dressing competition, time trials for budding riders, pony polo training, and even colouring-in workshops and a photo session to immortalise the experience.





**ATTEND THE SHOW JUMPING AS A VIP**

Every May, visitors to the resort of La Baule enjoy privileged access to the Jumping International: an invitation to get to know the course and the jockeys, commentary on key events by a professional in the Barrière lodge...

**VISIT AN AUCTION HOUSE**

In Deauville, ARQUANA invites you to visit its prestigious Elie de Brignac auction room. Stud farm visits can also be arranged for interested parties.

**GIVE POLO A GO**

In Deauville, Barrière regularly extends its clients invitations to attend polo matches, as well as opportunities to give polo a go themselves.



**DISCOVER THE SECRETS OF HORSE RACING**

- Who hasn't dreamed of discovering the hidden side of the races that only the pros know? In Deauville, La Touques hippodrome offers racecourse visits throughout the year, and early risers can come along to watch horse training sessions. Enjoying several partnerships with the world of horse racing, Barrière goes a step further and provides a number of special Group offers: sulky cart experience, photo shoot with a thoroughbred, private derby...
- The same goes for Enghien-les-Bains, where every April the Group sponsors the famous Prix de l'Atlantique, thanks to its partnership with Le Trot. During the event, Barrière takes the opportunity to invite its VIP clients to spend a day at the races including lunch and entertainment: visits to the stables, team bus tours...



**GIVE CRYOTHERAPY A GO**

Always at the forefront of innovation, Barrière also offers cryotherapy sessions to riders staying in its La Baule establishments: 3 minutes at -180 °C to recover, relieve pain and eliminate stress. Thermal shock triggers natural reflexes to fight against extreme cold, which lets you burn a lot of energy (up to 800 calories in 3 minutes), release endorphins, oxygenate the blood to optimise physical fitness, and accelerate tissue repair.

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