



**BARRIÈRE**

PRESS KIT

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Horses & Passion



## ABOUT

Barrière is a Brand under which the hotels, casinos and restaurants of two different groups, Groupe Lucien Barrière (GLB) et Société Fermière du Casino Municipal de Cannes (SFCMC) are marketed.

Founded in 1912 by François André and subsequently developed and managed by Lucien Barrière, Diane Barrière-Desseigne and Dominique Desseigne, Barrière has gone through many eras to become market leader in French casinos, a benchmark in the luxury hotel industry and a global player in the world of leisure and entertainment.

Barrière has developed an unrivalled offering in the top of the range leisure market, founded with the view to providing operational excellence, a quality of service that is second to none and French art de vivre. Today it owns 34 Barrière Casinos (with one more opening soon in Cairo), 18 Barrière Hotels\* (mainly 5 stars) and more than 120 bars and restaurants, one of which is the renowned Fouquet's in Paris (with subsidiaries in Cannes, Toulouse, Marrakech, La Baule, Courchevel and Enghien-les-Bains) and organises almost 3,000 shows and events every year. The turnover of the two Groups was 1.16 billion euros at the end of their financial year on 31st October 2016, and they now comprise almost 7,000 staff members.

Barrière is also well known in the food and beverage industry, serving some 2 million meals, in the leisure industry with 15 spas, 1 thalassotherapy centre in La Baule, 1 balneotherapy centre in Ribeaupillé, 3 golf courses and 2 tennis clubs, and is increasingly making a name for itself through its world renown Resorts located in many popular tourist destinations.

\*whose Le Carl Gustaf St Barth which will open in 2018.



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# **BARRIERE & THE WORLD OF EQUESTRIANISM**

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## HISTORIC LINKS

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Barrière has been the proud partner to riders, events and the most prestigious players in the world of equestrian sports for the last fifty years. By partnering with high-profile events such as the CSIO5\* (Concours de Saut International Officiel) and each year perpetuating excellence with the emblematic Meeting Lucien Barrière de Deauville (Races) and the Barrière Polo Cup, Barrière has a privileged relationship with these thrilling sports.

## SHARED VALUES

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Elegance, expertise, creativity, virtuosity, excellence, tradition... These are the values that have made the reputation and signature of the Barrière group, values that are also found in all equestrian sports. Through these original principles inherent to their activities, Barrière and equestrianism find common ground and a shared vision. Enhancing legendary expertise, putting on a magnificent show, taking part in French cultural heritage... In the saddle or in the auction room, on the track or at the table, everything must be perfect, down to the smallest detail. Between glamour and excellence, Barrière and the equestrian world share not only values, but also a vision.



Béatrice Augier

## LEGENDARY DESTINATIONS

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*Cannes, Deauville, La Baule, Le Touquet, Enghien-les-Bains and Dinard. Show jumping, races, polo, auctions... and, always, an international reputation. Beyond the major events, these towns boast a strong equestrian culture that punctuates their yearly calendar. They are equestrian destinations. They are also iconic destinations. Places synonymous with the Barrière name. Deau-*

*ville symbolises the birth of the Group; La Baule, Le Touquet and Dinard the first resorts; Cannes a celebration of film and Enghien-les-Bains, the first casino in Europe. The history of the Group is defined by these legendary destinations, including Paris, where it sponsored the largest global meeting of racehorses, the Prix de l'Arc de Triomphe, from 1999 to 2007.*

### *Deauville*

In the early 20th century Deauville was eclipsed by its neighbour, Trouville. Deauville owes its revival, grandeur and allure to Eugène Cornuché, owner of the famous Parisian brasserie "Chez Maxims" 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 race course between tides and the starting gun was fired for the town's very first horse race. Since the creation of the resort under the Second Empire, the history of Deauville has been so closely tied to horses that the town is now naturally considered to be France's equestrian capital. Thanks to the visionary Duc de Morny, horses had always been highly valued in the small town of "Dosville".

The marshlands were drained and the La Touques race course was built in 1864. The inauguration of the Clairefontaine racecourse in 1928 further reinforced Deauville's reputation in the equestrian world. Today, the racecourses of La Touques and Clairefontaine attract the very best horses and jockeys in the world who race there for over sixty days a year, making Deauville airport France's premier horse transportation airport. The two race courses are joined by the Elie de Brignac auction house that holds prestigious yearling sales. Not to mention the grounds of the Deauville International Polo Club, which since 1880 have been located at the heart of the La Touques racecourse, a truly unique location. In 2010, Deauville's equestrian facilities were completed by the Pôle International du Cheval. In 2014, the region of Normandy, including Deauville, hosted the World Equestrian Games.

## La Baule

In the late 19th century, seaside holidays were increasingly in vogue. "La Bôle", renamed La Baule, 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 3,000 m<sup>2</sup> of rooms, lounges and lobbies. The hotel was surrounded by prestigious boutiques. The music hall, theatre, cinema and dance hall were constantly full. Mistinguett and Sacha Guitry presided over gala dinners, the party was in full swing.. François André's gamble paid off: the Pavie district in La Baule became the centre of high society life.

Horse lovers and fans of equestrianism know that La Baule is a place that welcomes equestrianism in all of its forms. Visitors can enjoy a gallop at one of the numerous riding centres of the Presqu'île de Guérande, a grandstand seat at the Jumping international de la Baule where all the best riders from France and Europe show off their skills, discover polo and its frenzied

races on the Congor polo ground and, when the bathers have left the beach in the bay, enjoy a walk on the sand, breathing in the goodness of the sea air and the ocean spray. In 2016, before the greatest riders in the world took part in the Nations Cup, a rather unusual ceremony paid tribute to a historic partnership, one that has linked the Jumping de La Baule and the Barrière group for nearly 50 years.

The Group signed this partnership with the Jumping de La Baule for the first time in 1966. But having also created what was to become the Barrière group in 1951 the founder of the Jumping, François André, was organising races in front of the Hermitage in the bay of La Baule as early as the 1950s. The Group and the Jumping would continue to grow in parallel until François André bequeathed lands to the town of La Baule that are now home to the current stadium where a world-renowned show jumping event is held every year.



PSV photos Jean Morel

## 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. Many years later, it was to become 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.

The Longines Global Champions Tour in Cannes is without doubt the most glamorous show jumping event on the circuit, located right in the heart of the town that hosts the famous film festival, a stone's throw from La Croisette and the Mediterranean. For thirty years, Cannes has hosted this prestigious event which, like Cannes itself, combines charm, elegance and beauty. The greatest riders in the equestrian world come to the Hespérides stadium for this highly prized competition in the international calendar. It is also a stage in the Global Champions Tour which names the best riders in the world at the end of the season.



## Dinard

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". It later became the Grand Hôtel. In the late 19th century, Dinard's golden age, celebrities and Europe's royal and imperial families flocked to the larger hotels. The Grand Hôtel therefore became a popular place to be seen and meet the crowned heads of Europe. 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. With its exceptional location and view over the bay, it is one of the town's most emblematic establishments.

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 25 to 28 July 1912 on the Etoile Dinardaise sports ground. More than just a horse show, this initial event was a real festival of horses. Thanks to the intensive 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 the 1960s, the Jumping de Dinard has hosted major equestrian competitions including the Europe Juniors championship in 1969 and the Europe Seniors championship in 1985. Following a period of transition, it was not until 2013 that the seaside resort rejoined the world show jumping elite thanks to the arrival of Sport Concept at the helm of the Jumping International. In October 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.



### *Le Touquet*

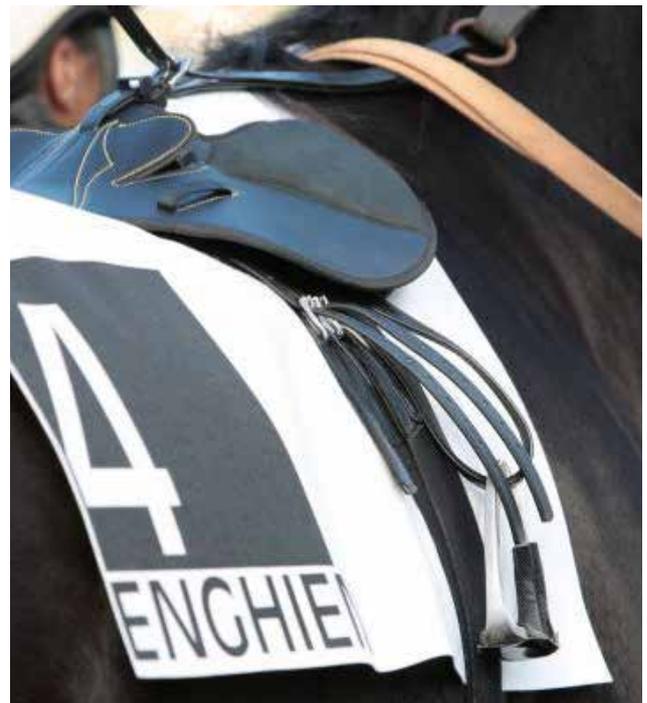
In the late 19th century, the Parisian notary Jean-Baptiste Alphonse Daloz purchased 1600 hectares of dunes at the mouth of the river Canche, which he planted with pine trees, alders and poplars. This ideal location between sea and forest inspired his friend Hippolyte de Villemessant to create a chic 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. Over time, the "pearl of the Côte d'Opale" traded its luxurious finery for a more casual chic, yet one without nostalgia. Thanks to its sporty spirit it was able to retain its form, survive two world wars and continue its development. At the heart of the resort, the Hôtel Barrière Le Westminster is the last remaining building from the era and remains an unbeatable location for a stay in the town.

Nicknamed a "Sporting Paradise" from its earliest days, the seaside resort attracts high-level sportspeople and organises numerous international competitions. Equestrian sports may be almost mainstream in the 21st century, but in the 20th century Le Touquet-Paris-Plage was organising its very first horse show. 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 renovated between 2009 and 2011, it is the scene of over fifty days of equestrian competitions and events a year. Show jumping and dressage draw professional and amateur riders for exceptional competitions on one of the most beautiful courses in Europe. And every year, the best riders in the world put on a magnificent show for spectators at the Jumping International. Olympic champion Nick Skelton and silver medallist Peder Fredericson chose the Le Touquet stage to prepare for the 2016 Rio Olympics.

### *Enghien-les-Bains*

Located just outside Paris, Enghien-les-Bains is a town built around its lake, where wellbeing and relaxation are the order of the day. 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 and the racecourse was inaugurated on 15 April 1879. After the Second World War, the town progressively renewed its festive calendar and the racecourse recovered its racing programme on 3 March 1945 with the Prix d'Amérique. And it was at this racecourse, on 22 January 1954, that the first "Tiercé" was held, created by André and Jacques Carrus.

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 completed with a hard course for harness racing in the 1920s then two new grandstands in 1934, it hosts around 40 harness races and 15 flat races a year making it one of the most important racecourses in France after Vincennes and an essential location in the horse racing world. 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.



## ACTIVITIES AT THE RESORTS

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*La Baule, Cannes, Deauville, Dinard, Enghien-les-Bains and Le Touquet: each of these Barrière Resorts offers equestrian activities for seasoned riders and amateurs alike. Beginners' sessions, walks and improvers' lessons are offered by our various partners*

Amble with your steed in the waters of the Atlantic Ocean. Work up to a trot then break into a gallop across the white sand. Explore the bridle paths of the town and enjoy the peace and quiet of the surrounding nature. The Centre Équestre de La Baule, for example, offers various options, per hour, per half-day or per day at preferential Barrière rates.

In Deauville, the Resort offers numerous equestrian activities, hacks on the beach, horse rides and an introduction to polo for children and adults alike. The La Touques hippodrome

offers visits to the racecourse throughout the year, and early risers can watch the horse training sessions. Arqana invites you to visit its prestigious auction room and, for those with an interest in stud farms, visits can also be organised.

If you want to enjoy a weekend away with your horse, Barrière will take care of everything: your room, transportation, a box and a welcome riding boot filled with carrots.



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# INVOLVEMENT IN LOCAL EQUESTRIAN EVENTS

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# DEAUVILLE

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## *Deauville - La Touques Racecourse*

With its 70 hectares at the heart of Deauville, including 15 tracks, the Deauville racecourse is open 43 days a year to all horse racing enthusiasts, professionals and novices, as well as holidaymakers of all backgrounds. A prestigious and varied calendar of races is organised throughout the year, even in winter, thanks to the fibresand track.

Since 1983, the training centre for 300 horses (600 in the summer) in the middle of the racecourse has provided a unique touch with access to the beach. Around fifteen trainers at the top of their game use the sand tracks to exercise their horses. Along with the AFASEC school dedicated to training jockeys, these two activities make this racecourse an international showcase for horses and an attractive hub for the region. The Barrière group has set up a partnership with the racecourse and contributes to the renown and success of its races.

Throughout August the Meeting de Deauville Lucien Barrière attracts numerous professionals from the field and provides an additional attraction for holidaymakers. Trips to the beach, walks along the Planches boardwalk and relaxation alternate with intense efforts on the tracks. The Meeting is extremely popular with racing professionals and amateurs alike. During the event inspired by the founder of the Barrière group, the equestrian elite, international horse-racing stars and the greatest horses of the moment take up their summer quarters in the famous seaside town.

Over 18 days, nearly 2000 horses and their jockeys take part in around 150 races! The day of the Lucien Barrière Grand Prix de Deauville is exceptionally 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.



Scoopdyga

*The Club des Gentlemen-Riders et des Cavalières de France*

The Club des Gentlemen-Riders et des Cavalières de France is a not-for-profit association created in 1922 by fifty or so civilian and military enthusiasts whose main aim was to "bring together the Gentleman Riders who race or have raced in order to create and maintain lasting links of courtesy and sporting camaraderie between them."

The Club is composed of 400 members, of whom over 230 ride in the 280 races organised by the Club, for amateurs only. One of these prestigious races, dedicated to the Cavalières, bears the name of the Hôtel Barrière Le Royal Deauville, which will take place this year on Saturday 29 July.



Scoopyga



Pôle International du Cheval de Deauville



### *The Deauville International Polo Club*

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, the Polo Club was founded by Robert de Rothschild, Captain Joubert and the Duc de Gramont. As early as 1923, the Deauville Polo Club had over fifty players.

The King of Spain Alfonso XIII played here and won the Coupe Gramont (contested since 1908). Later, the Maharajah of Jaipur came to compete in the tournaments with his turban-wearing players and his horses with their silk martingales.

In Deauville, polo has a unique position at the centre of the racecourse in the very heart of the town.

Every year players from all over the world come together to compete in the prestigious tournaments, take advantage of the beach in the morning with their ponies and experience the Deauville nightlife...

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### The COUPE D'OR: THE LEGEND

In 1950, the Coupe d'Or was created at the instigation of Francois André, owner of the Le Royal and Le Normandy hotels and the Casino Barrière Deauville.

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.

Since the first edition, which was won in 1950 by Elie de Rothschild and his Franco-Spanish team, teams from all over the world have been coming to compete for the title. All the stars of world polo, the famous 10-goal handicaps, have appeared on the fields of La Touques racecourse.

From Alberto Gracida to the Pieres cousins who won the 2013 edition, Gonzalo Pieres (senior) and Adolfo Cambiaso, they all have their names engraved on the legendary Coupe d'Or.

On Tuesday 1 August 2017, the first ball will be hit at the heart of the Deauville-La Touques racecourse, marking the beginning of the 137th polo season which already promises to be memorable. The Club will be celebrating the 110th anniversary of its creation and marking the much-anticipated return of the Coupe d'Argent as a tournament in its own right.

### MATCHES EVERY AFTERNOON

**5 TOURNAMENTS, 35 MATCHES, 20 TEAMS, 80 PLAYERS, 250 HORSES, 10,000 SPECTATORS ARE EXPECTED FOR THE BARRIÈRE POLO CUP 2017:**

*1 to 13 August 2017*

**COUPE D'ARGENT, 16 GOALS.**

The much-anticipated return of this tournament for its 54th edition.

*14 to 27 August 2017*

**COUPE D'OR, 16 GOALS**

A legendary event, perhaps the most important in the European polo season.

*14 to 25 August 2017*

**COUPE DE BRONZE, 6/8 GOALS**

For the last few years this tournament has brought together up to 6 teams who compete on the polo fields of Deauville.

*9-12 August 2017*

**LADIES POLO CUP**

For the 4th time in Deauville, four all-female teams.

**KIDS POLO**

3rd edition in Deauville with 4 teams on the fields and on the beach.

Not to mention BEACH POLO, with marches on Deauville beach and the traditional processions of players through the town.

Arqana



### Arqana Horse Auctions

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 ARQANA's Elie de Brignac establishment is located today. In the spring of 1968, the Agence Française de Vente de Pur-Sang (French Agency for the Sale of Thoroughbreds) was formed, specialising in the sale of yearlings. In 1977, Philippe Augier and Elie de Brignac created a movement of true professionalisation and change, giving rise to an unprecedented period of euphoria. Its competitor, the Office du Pur-Sang, located at the Saint-Cloud racecourse and assimilated by Goffs France in 1979, enjoyed a golden age with its Vente de l'Arc.

In August 2006, the Agence Française de Vente de Pur-Sang and Goffs France merged to form the ARQANA group, at the suggestion of several investors including His Highness the Aga Khan. Today, ARQANA is the second largest horse auction agent in Europe.

ARQANA holds auctions for the two racing disciplines, flat racing and harness racing, via its ARQANA Trot branch. A total of eighteen auctions are held per year, including ten in Deauville, representing over 5,000 horses and a turnover of around €106 million. ARQANA's auctions take place all year round at two auction houses, the Elie de Brignac establishment in Deauville and the Manège Boussac at the Saint-Cloud racecourse. The Yearling Auction in August, which presents the quintessence of British thoroughbreds in Deauville, is the most prestigious sale of the year, drawing professionals and enthusiasts from all over the world. Over the years, the Deauville centre has been the scene of auction for champion horses that have made their mark on the history of international racing by winning the legendary Prix de l'Arc de Triomphe, such as Hélistio, Subotica and Urban Sea, the mother of the stallion Galileo, currently top of the European rankings, and the six-time winner of Group 1 Sea the Stars.

### Emanuele Scorcelletti Exhibition

#### GAITS, VIEWS OF A FASCINATING WORLD

To mark the reopening of the Hôtel Le Normandy, the Barrière group was honoured to host the exhibition "ALLURES. L'élevage et les courses de pur-sang : regards sur un univers de passion" (GAITS. Thoroughbred breeding and racing: views of a fascinating world) by Emanuele Scorcelletti. It was held from 17 June to 30 September 2016 in the hotel gardens at Place François André in Deauville.

Through his meetings with the equestrian community, photographer Emanuele Scorcelletti discovered all the love and passion and the vast amount of work that go into preparing for the starting line. From Gacé to Deauville and Longchamp, from peaceful pastureland to racecourses, from the symbiosis of training to the frenzy of the auction house, he takes us behind the scenes of the equestrian world, following an equine athlete, its public, and those in the shadows who make the magic of the spectacle happen. Emanuele was able to capture intimate moments - the sparks that light up the daily lives of the men and women whose passion is renewed as the sun rises each day. He followed them to the countryside, where he witnessed the horses, still timid, gradually learning bearing and presence. He observed as their personalities patiently formed, their muscles becoming slowly chiselled.

Emanuele Scorcelletti is an Italian photographer famous for his images of the silver screen. In 2002, he won a "World Press Award" in the Arts and Culture category for a shot of the actress Sharon Stone, a member of the Cannes Film Festival jury that year.

The success of this exhibition in Deauville inspired the Barrière group to tour it around its various destinations. In partnership with Barrière, "ALLURES. L'élevage et les courses de pur-sang : regards sur un univers de passion" will tour France to present these black and white portraits to an audience in search of beauty and elegance.

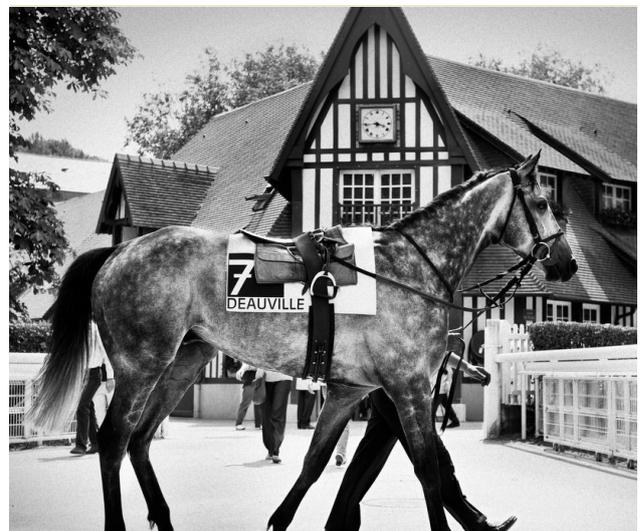


Photo: Emanuele Scorcelletti

### *Pôle International du Cheval*

Created in 2010, the Pôle International du Cheval contributes to the economic development of the equine sector and the land.

Spread over eight hectares, it is a unique location in Normandy with cutting-edge infrastructures and equipment, offering a range of activities and opportunities:

#### **A Riding School**

Teaching at the school is provided by qualified professionals for beginners or those wishing to improve for sport or pleasure.

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#### **A tailor-made service dedicated to horses**

Stabling facilities at the centre are available for short, medium or long-term stays. They are acclaimed by amateur riders, professionals, sportspeople and clubs who come to Normandy for sporting events, for leisure, or to discover the countryside or beach on horseback.

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#### **Events**

The Pôle International du Cheval is a unique site that can host events on a global scale. Every year the centre's programme comprises 80 days of national and international competitions.

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Deauville International Polo Club / RB Presse



Pôle International du Cheval de Deauville

## LA BAULE

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*A prestigious stage in the European Division 1 of the FEI Nations Cup circuit and the FFE French Tour circuit, every year La Baule hosts the leading names in show jumping at the François André stadium for the Jumping International de La Baule.*

Over these four days of sportsmanship the greatest duos in the world compete, to the delight of the spectators. Expect legendary trials, global show jumping stars, and the guarantee of strong, unforgettable memories.

Since its creation, the Barrière group has partnered this essential event on the international equestrian scene. At the Jumping, two prizes bear the name of the Group, the Prix Casino Barrière and the Prix Groupe Barrière. And it is at one of the Group's legendary historic hotels, the Hôtel Barrière L'Hermitage, that the closing event for the Jumping International La Baule, the final meeting for the elite of the equestrian world, is held.

In 2016, we had the honour of celebrating our 50 years of partnership with the Jumping International de La Baule in a ceremony that brought together professionals and enthusiasts.



PSV Photos Jean Morel

# CANNES

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*For thirty years Cannes has hosted a prestigious event which, like Cannes itself, combines charm, elegance and beauty. The greatest riders in the equestrian world come to the Hespérides stadium for this highly prized competition in the international calendar. It is also a stage in the Global Champions Tour which names the best riders in the world at the end of the season.*

The Jumping International de Cannes is one of the most glamorous events on the circuit. At the very heart of the home of the famous film festival, a stone's throw from the legendary Croisette and the Mediterranean, the Jumping International de Cannes, the French stage of the highly prestigious "Longines Global Champions Tour", is a first-class sporting event. Over the course of three days the best riders in the world and less seasoned riders compete in the sunshine of the French

Riviera. Be they world champions or amateurs, riders come from all over the world for this seaside event.

Barrière takes part in this stage of the tour, which brilliantly combines high-level sport and Hollywood glamour, with its two hotels: Le Majestic and Le Gray d'Albion, and with the Trophée Hôtel Barrière Le Majestic Cannes.





## DINARD

*Every year, Dinard hosts a stage of the Jumping International. This very popular competition is held at the Val Porée grounds of the elegant seaside resort, one of the last grass courses in the world which hosts the world's greatest riders each year.*

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.

## LE TOUQUET

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*The Barrière group is present in Le Touquet-Paris-Plage with a Casino and the Hôtel Le Westminster, a real Art Deco gem on the Côte d'Opale. The Barrière group is a partner of the Jumping International held at the resort every year.*

The five-year-old event already attracts numerous professional riders. Its success has increased steadily since its creation in 2012, thanks to peerless enthusiasm and a simple yet effective formula: "suspense, surprises and unexpected twists". Ideally positioned on the global equestrian calendar, the Jumping International du Touquet-Paris-Plage precedes the Jumping International de La Baule, thus making Le Touquet the ideal preparation ground for the horse-riding elite. Every year, over 20,000 spectators flock to the grandstands to admire the sporting excellence, elegance and team spirit inherent to this discipline.

Thanks to the partnership that began this year, the Barrière group has its own competition, the Prix du Resort Barrière Le Touquet, a qualifier for the Grand Prix on the last day.



Ishak photography



## ENGHIEN LES-BAINS

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*Every year in April the Prix de l'Atlantique Casino Barrière Enghien-les-Bains, organised by Le Trot, combines sport and entertainment with eight show-races, in partnership with the Barrière group.*

At the heart of the Enghien-Soisy 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. This fun and sporty event is open to all, providing an opportunity to discover the equestrian world and harness racing in particular, and welcomes major champions each year, such as the horse Bold Eagle in 2017.

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