

# Ischgl becomes premium partner of the BOSS OPEN: A new era of elite sport and lifestyle

**Ischgl is stepping up as a premium partner of the BOSS OPEN in Stuttgart, a traditional ATP Tour tournament that has been played on grass since 2015. The three-year partnership combines alpine lifestyle and world-class tennis.**

From 7 to 15 June 2025, the BOSS OPEN will take place at the TC Weissenhof grounds in Stuttgart, with Ischgl making its debut as a premium partner. The collaboration is set to run for three years and aims to create an exclusive lifestyle experience. At this year's BOSS OPEN, the spotlight will be on the presence of the Tyrolean resort town of Ischgl in the event's *Activity Area*. A true highlight awaits guests on 12 June 2025: the **Ischgl Night** – an exclusive evening dedicated to culinary excellence. The gourmet experience will be curated by **Benjamin Parth**, who has been awarded five Gault Millau toques and two MICHELIN stars. Renowned for his award-winning creations, Parth brings a modern twist to classic French cuisine – minimalist, refined and cosmopolitan.

## **A tournament with heritage and global standing**

The BOSS OPEN is an ATP 250 event and part of the grass court season that culminates at Wimbledon. First held in 1898, the Stuttgart tournament boasts a tradition of more than 120 years. Since switching from clay to grass in 2015, it has become a key stop on the road to Wimbledon. The tournament is organised by the elmotion group, which also hosts events in Vienna and Mallorca.

## **Top players use Stuttgart as Wimbledon warm-up**

The BOSS OPEN regularly attracts top tennis professionals. Past champions include Rafael Nadal, Roger Federer, and Dominic Thiem. For 2025, another impressive line-up is expected – including Germany's number one Alexander Zverev, the talented American quartet Taylor Fritz, Tommy Paul, Ben Shelton and Frances Tiafoe, Italy's Wimbledon finalist and two-time Stuttgart winner Matteo Berrettini, as well as French showman Gael Monfils. Their participation promises a tournament full of in quality and excitement.

## **Premium partnership as a strategic investment**

Through its involvement in Stuttgart, Ischgl is further expanding its brand presence in the German market. The tournament's audience – urban, sport-oriented, quality-conscious – perfectly matches the guest segment that Ischgl wants to attract in summer. The combination of elite sport, event culture, and culinary excellence makes the BOSS OPEN the ideal platform. The three-year duration

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provides a reliable framework for recurring activations and new formats – such as exclusive hospitality packages, joint media campaigns, or accompanying events in Ischgl.

### **Shared values: Quality, experience and style**

The link between one of the most famous alpine destinations and an international sporting event goes beyond visibility: both partners stand for first-class infrastructure, high service standards, and strong brand experiences. Ischgl will not only be present as an exhibitor and host but will also be featured in tournament-related communications – online, on television, and at press and partner events.

Further information is available at: [www.ischgl.com](http://www.ischgl.com).

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***PK BOSS OPEN photos: Left: Michael Berrer (tournament ambassador) - Right: Edwin Weindorfer (tournament director)***