



SMTC SURVEY REVIEW

The unique Cresta Spirit is driven by the Members for the Members and cannot be left to the Committee or a small group to foster and organise. It is incumbent on the entire Membership to fuel it by organising dinners, events, parties, and off-season fun and by bringing new and entertaining people to the Run!

Ask not what your Club can do for you, but what you can do for your Club and the Club Spirit!

Key takeaways from the survey

- The Membership is universally enthusiastic, encouraging, and supportive of the Club, value its culture and 'Spirit' and have used the Survey to express their affection and support.
- Ladies riding in its current form seems not an issue; positive and negative comments made up a very small percentage of the responses. The Committee plans to revisit this issue and evolve suggestions for the approval of the Membership.
- Across the sample there is an indication that Members are visiting and riding less than in previous seasons. However, the responses indicate that this is because of personal circumstances, such as time pressure and family commitments, rather than Club-specific issues.

In conclusion, riding the Cresta, the friendships, culture, and social aspects of the Club, in the Clubhouse and at the Sunny Bar are emphatically the aspects that are most important for Members. **Therefore, the survey group believes that engaging more fun people, both existing Members and new additions, is key (1) to build upon the excellent spirit we all enjoy and (2) to counter that fact that Members are coming and riding less than in the past.**

To achieve these aims we have come up with six Initiatives. These are as set out in brief here, with details of each below:

Interclub event: Organisation of an interclub event (during the week of the Brabazon Trophy) to expose the Cresta Run/ SMTC to groups of like-minded individuals from other sporting and social clubs from all over the world.

Young British Membership drive: Informal event by ex-Tower Boys to attract fun (British) people and add them to the SMTC by organising a Beginner's school on the Friday before the Grand National.

Help the squeezed middle: Support the squeezed middle aged 25 up to 50 faced with monetary (marriage, mortgage, children) and time (4 to 5 weeks holiday) constraints by addressing issues relevant for any St. Moritz stay for young families such as accommodation, activities, and cost sharing.

Reunion dinner/ drinks: Re-engage Members and friends who might be slipping in attendance by hosting dinners or drinks around the November cocktails with a view to push for a coordinated return to St. Moritz.

Add St. Moritz regulars: Encourage friends of SMTC Members who are regularly visiting the Engadine valley but have not yet tried the Cresta Run to sign up for a beginner's course.

PR: Initiate a niche and targeted push to gather outside interest by publishing content in the right magazines and publications.

Please see the details of each overleaf.



INITIATIVES IN RESPONSE TO SMTC SURVEY

1. Interclub event (leader: Brad de Hond)

Goal:

- Expose the Cresta Run/ SMTC to groups of like-minded individuals from other sporting and social clubs from all over the world.
- Attract fun international people and add them to the SMTC Membership.

Description:

- Social and sporting clubs from all over the world will be invited to send teams of four riders plus significant others. The pool of invitees should be a largely 'self-selected' group of potential Members who are a good cultural fit and who do not require financial support to vacation in St. Moritz.
- Guest clubs will be offered a program on the Cresta Run – Beginner's school, a day of practice and a racing event.
- In addition, the program on the Run will be completed with social gatherings as well as other sporting events.
- Initial planning is for the event to take place during the week before the Brabazon Trophy. (7-9 February 2022)

Call to Membership:

- *Please contact [Brad de Hond](#) or [Tom de Boinville](#) if you want to (1) invite a club, (2) have suggestions for clubs that should be considered, (3) want to contribute to the program.*

2. Young British Membership drive (leader: [Angus Robinson](#))

Goal:

- Expose the Cresta Run/ SMTC to friends of Members with a special focus on the British.
- Attract fun (British) people and add them to the SMTC Membership.

Description:

- This is not a formal event. Rather, a targeted group of ex-Tower Boys are encouraged to invite 2 to 3 Beginners each and introduce them to the Cresta Run.
- It is envisioned to have a small Beginner's school for 10-15 friends of Members on the Friday before the Grand National.
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3. Help the squeezed middle (Leader: Rollo Hoare)

Goal:

- There is a large drop in attendance starting from the ages of 25 and continuing until 50. These people, the squeezed middle, are arguably some of the strongest bringers of the fun, on and off the Run. The goal is that these drops are just temporary and prevent them from becoming years missed or non-returns.

Background/ description:

- The biggest issue for the squeezed middle is money (marriage, mortgage, children) and time (4 to 5 weeks holiday).



- The survey group will attempt to develop concepts to support with some of the key issues of any St. Moritz stay for young families, such as accommodation (apartments and hotels), activities, and cost reduction/ sharing (nannies, ski instructors).

Call to Membership:

- *Please contact [Rollo Hoare](#) if (1) you want to contribute to helping the squeezed middle or (2) have any ideas on how to do so.*

4. Reunion dinner/ drinks (leader: Tom de Boinville)

Goal/ description:

- Re-engage Members and friends who might be slipping in attendance by hosting dinners or drinks around the November cocktails with a view to push for a coordinated return to St. Moritz.

Call to Membership:

- *Anyone is encouraged to organise an event to celebrate the arrival of a new season.*

5. Engage St. Moritz regulars (leader: [Philipp Albers-Schoenberg](#))

Goal/ description:

- Whilst the Cresta Run might be the Alpha and Omega of any visit to the Engadine Valley for SMTC Members, there are many regular visitors who have never tried it.
- The goal is to expose the Cresta Run/ SMTC to these sporty and fun people and convert some to the SMTC Membership.

Call to Membership:

- *Please encourage your friends with above profile to sign up for a Beginner's course on the Cresta Run.*

6. PR (leader: Marc Fischer)

Goal/ description:

- Targeted articles in the right magazines and publications have proved highly successful in the past and some of our most popular Members found the SMTC by reading or seeing a documentary about it.
- Therefore, a niche and targeted push to gather outside interest is planned. The content should attract people who are fun, active, and unconventional.

Call to Membership:

- *Please contact [Marc Fischer](#) if you have (1) access to a media channel or (2) any suggestions.*