

HSBC BWF World Tour Event Report 2025

Swiss Open 2025



1. INTRODUCTION

This report seeks to evaluate the Swiss Open 2025, part of the HSBC BWF World Tour Super 300, its presentation, technical operation and fulfilment of its host contract with BWF.

Event & Dates

YONEX Swiss Open 2025
18 – 23 March



Prize Money	USD \$250,000
Competition Venue	St. Jakobshalle
Practice Venue	St. Jakobshalle
Referee Team	Cleopatra Monco (ITA) Julie Carrel (NZL)
Local Organising Committee	Yonex Swiss Open
Host Broadcaster	SSR SRG
Host Production Company	BBM Production
Title Sponsor	Yonex
Equipment Sponsor	Yonex
Other Sponsors & Partners	<ol style="list-style-type: none">1. AudioRent (Event Technology Service)2. BBM Production (TV Production)3. Breitband (Fibre Glas/Internet/Wlan)4. Copartner Revision (Accounting, Tax, Bookkeeping & Payroll Services)5. Digitronic (Copy Machine)6. Formwert (Web Design/Advertising Agency/Design)7. Courtyard Basel (Hotel)8. Novotel Basel (Hotel)9. Hydrospeed (Cleaning/Cleaning Articles)10. Jenzer Feinkost (Food/Meat)11. Jost Transport (Transport)12. Marketingspot (Marketing)13. Medbase Basel (Medical)14. Mineralquelle Eptingen (Mineral Water)15. Radio Basilisk (Radio)16. Ringier (Media)17. Rivella Group (Sport Water)18. Settelen Auto (Transport)19. Swisslos (Lottery)

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20. Swissterminal (Shipment Service)
21. Timu (**Merchandising**)
22. Webgearing (Web & Mobile Services)
23. Yonex Switzerland (**Equipment and Title Sponsor**)
24. Zaraz Catering & Party-Service (Catering)
25. Physiothek (Physio)
26. Sportamt (**Government/Authorities/Subsidiies**)

Official Hotels

- Hotel Courtyard Pratteln
- Hotel Novotel Basel
- Hotel IbisStyles



2. EXECUTIVE SUMMARY

- Overall organisation of the event was very smooth. With an experienced team, the LOC delivered a great tournament.
- Court 1 featured a more complete A board setup from day 1 which enhanced the FOP presentation. It was good to finally see this upgrade from previous years.
- Warm-up and practice arrangements were well managed with no issues from players.
- VIP arrangements were executed with Swiss hospitality.
- Commercial rights and sponsor deliveries were all accounted.
- Sports presentation was as expected, and spectators appreciated the human touch with the introductions of players.
- IRS operations, livestreaming and livescore were all delivered as expected.
- Working with local schools and groups, there were overall 13,000 spectators this year.
- There were more media coverage this year than last, and efforts could be seen to reach out to more audience through various platforms.

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3. COMPETITION REPORT

Competition Schedule

Day	Event	Courts	Start Time	Finish Time	Order of Play Published
Monday					20:06
Tuesday	Qualification	4	10:00	23:23	17:12
	MD/WD Except Qualifiers		17:00		
Wednesday	MS/WS/MD/WD/XD & Qualifiers	4	10:00	22:18	20:29
Thursday	MS/WS/MD/WD/XD	4	12:00 18:00	22:33	20:53
Friday	MS/WS/MD/WD/XD	3	14:00 18:00	21:10	20:59
Saturday	MS/WS/MD/WD/XD	1	12:00 17:00	22:46	20:28
Sunday	MS/WS/MD/WD/XD	1	11:00	17:06	

Prize Money Overview

Prize money	Event	Winner	Runner-up	Semi finalists	Quarter finalists	Last 16
USD 250,000	MS	18,750	9,500	3,625	1,500	875
	WS	18,750	9,500	3,625	1,500	875
	MD	19,750*	9,500*	3,500*	1,812*	937*
	WD	19,750*	9,500*	3,500*	1,812*	937*
	XD	19,750*	9,500*	3,500*	1,812*	937*

Spectator Overview

Spectators	Round	Paid	Complimentary	Total
Tuesday	QF / R32	0	1,000	1,000
Wednesday	R32	0	2,500	2,500
Thursday	R16	500	1,000	1,500
Friday	QF	500	1,500	2,000
Saturday	SF	1,000	2,000	3,000
Sunday	Final	1,000	2,000	3,000
Total		3,000	10,000	13,000

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Accreditations

Groups	Numbers Printed
Teams	388
Volunteers	213
Partner	153
Technical Officials	59
Media	31
TOTAL	844

4. PLAYING ENVIRONMENT

Aspect	Comments
Lighting	Court-specific lighting was set up and general feedback was good. The only challenge was having the single-court lighting for Hawkeye calibration. This was conveyed in a timely manner and the LOC was able to bring in the lighting technician in time for calibration.
Flooring	No issues with flooring as LOC brought in wooden-sprung flooring.
Temperature	No issues with temperature as the weather was relatively stable during competition week.
Draft	No issues with draft as air condition was turned on before play, then off during play.



4-Court Layout



3-Court Layout



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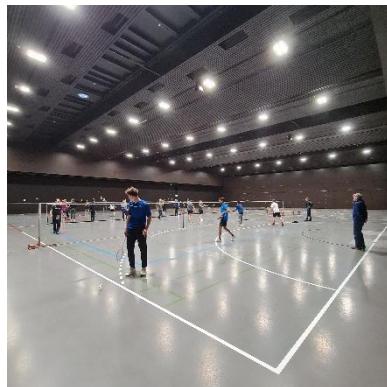


5. PLAYER FACILITIES

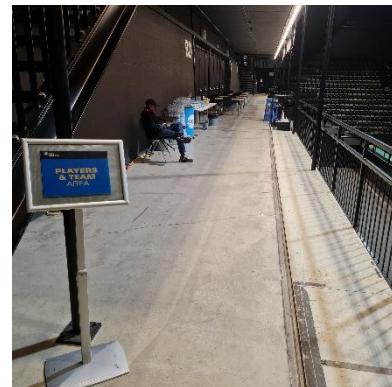
Aspect	Comments
Warm-up Courts	2 warm-up courts were laid behind the black curtain on the FOP next to the competition courts.
Practice Courts	3 practice courts were beside the warm-up courts on the FOP, and 6 practice courts were in the hall within the same complex.
Player's Lounge	Players' lounge was in the same area as 2024, on the 2 nd floor overlooking the warm-up and practice courts. Drinks & fruits were available.
Players' Seating	Sufficient seats were provided near the curtained-off area for teams.
Gym/Fitness Area	A small gym was available at Novotel and Courtyard.
Medical & Physio	Doctors were available courtside throughout competition hours. Physio room was located through the FOP doors next to the TO seating area. Free service was provided for players taking part in the tournament.
Stringing Service	Provided by Yonex located at their sales booth in concourse area.
Transport	Minivans were used to take players to and from hotel to hall. With hotel room booking, free public transport (trams) was also available.



Warm-up Courts



Practice Courts



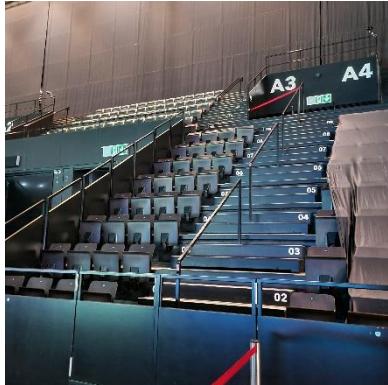
Players' Lounge

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Physio



Players' Seating



Stringing Service

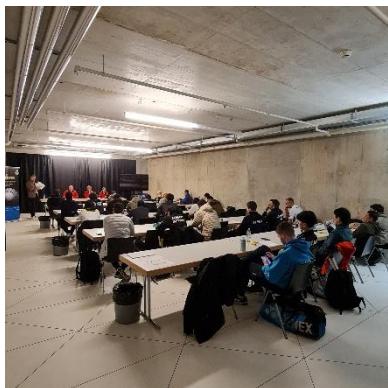
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6. ORGANISATION

Aspect	Comments
Venue Capacity	Venue had sufficient seats for the crowd that was present and could pull up curtains to make available more seats in the upper sections.
Clean Venue	No issues with the cleanliness of the venue.
TO Provisions	TO's were well taken care of with ample seating and bigger lounge (BWF office in 2024 was given to TO's for 2025).
BWF & Infront Rooms	BWF and Infront shared a room on the corridor immediately to the right upon players' entrance. The room was very quiet but had a loud echo which made it difficult to talk or call.
FOP	No issues with FOP preparation, though timing always cut close to start of play. LOC was able to create sufficient space to start with full a-board setup from Day 1 for court 1 to give Hawkeye an earlier start with setup.
Secretariat	No issues with players' service. Accreditation window was made one level lower to avoid having to use a box as a stand to reach the window.
Roof Leak	There were droplets on Court 1 and 4 on Tuesday, which stopped play several times as players brought it to the Umpires' attention. LOC quickly checked the leak during the session break and did not find the source. The drops stopped eventually.



Team Managers' Meeting



TO's Briefing



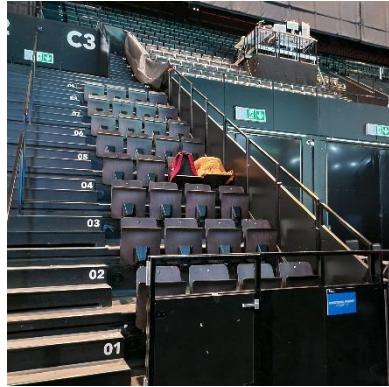
Assembly Area

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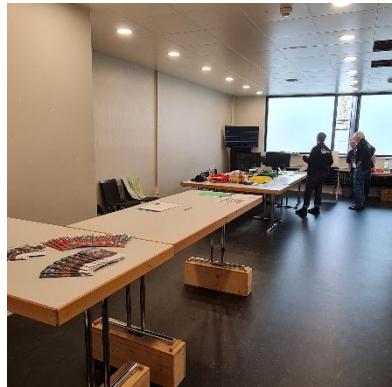
TO Lounge



TO Seating



BWF/Infront Room



Secretariat



Accreditation Window



Match Control



Transport

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7. MEDIA

Aspect	Comments
Media Centre	Media Centre stayed in the same room as last year, now beside the TO's Lounge and players' change rooms in the same corridor. No separation between players' and media space, though perhaps not an issue at Swiss Open.
Mixed Zone	Mixed Zone was located right behind the black curtain upon walk-off. Lights and barriers were brought in to add to the simple setup.
Interviews	LOC made efforts to invite players to do interviews in an interview room – also a new addition for 2025 – to generate more content.
Additional Coverage	Badminton Europe sent media staff to assist with coverage and content generation. Swiss TV also did more coverage of the event than in 2024, being onsite to take interviews on FOP pre-match and at various areas in the venue.



Media Centre



Mixed Zone



Interviews

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8. TV

Schedule

Day	World Feed Court 1
Saturday	12:00 / 5 matches 17:00 / 3 matches
Sunday	11:00 / 5 matches

Production

Aspect	Comments
Production Company	SSR SRG
Host Broadcaster	BBM Productions
Number of Cameras	6 (including rail cam)
Roaming Camera	Not used, rail camera installed instead.
Commentary Position	Platforms were built over spectator seating behind Court 1 for commentary position.
World Feed and Domestic Graphics	AE live integrated the World Tour graphics.



Court 1 TV Master Frame

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OB Truck



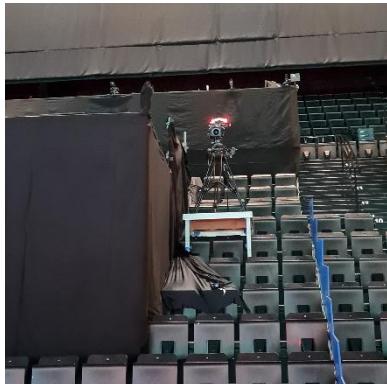
World Feed Commentary
Court 1



FOP Side Cameras



Master Camera Position



Master Camera Position 2

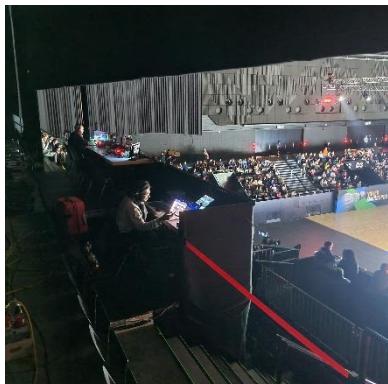
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9. LIVE STREAMING

Aspect	Comments
Workstation	No issues with network. A couple of accidents walking into the frame, so perhaps need to work on better barriers than tape.



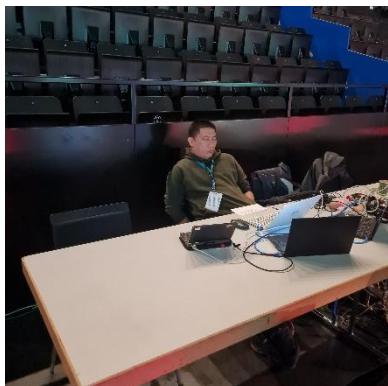
Workstation



Camera Position

10. SCORE DATA UPLOAD

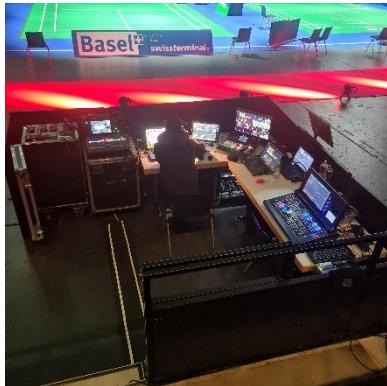
Aspect	Comments
Score Data Upload	No issues reported.



Workstation

11. SPORTS PRESENTATION

Aspect	Comments
Sports Presentation	<p>Music had been played throughout the week before and after matches.</p> <p>Player walk-on included spotlight and red floor lights.</p> <p>Adverts were played on arena screen before matches began each day.</p> <p>Down to 1 court, briefing of players' profiles were done in multiple languages during 2-mins warm-up.</p> <p>There was an attempt to use fog machine, but it took a long time for the fog to dissipate. It was not used in the end.</p> <p>There was the idea to pull confetti after the players' receive their medals, but as it may have scared to the players, these were not used.</p>



Sports Presentation Desk



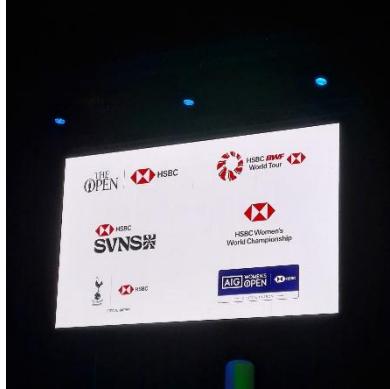
Announcer



Giant Screen Livescore

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Giant Screen Adverts



Giant Screen Adverts



Giant Screen Live Feed



Player Walk-on



Lightshow

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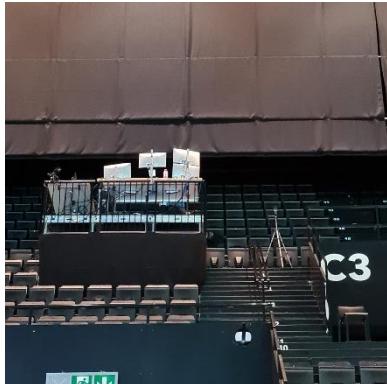
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12. INSTANT REVIEW SYSTEM (IRS)

Aspect	Comments
IRS	<p>Upon arrival, all equipment was exactly where they were needed as the host recalled placement from last year. This was great help to HEI team in terms of setup.</p> <p>Court 1 featured a more complete A board setup from Day 1, which helped greatly in terms of timing. HEI was able to calibrate on Thursday night as schedule.</p>

Challenge Summary	R32	R16	QF	SF	F	Total
Number of Challenges	0	0	0	21	19	40
Number of matches	80	40	20	10	5	155
Number of matches on IRS Court	0	0	0	10	5	15
Challenges Per Match	0.00	0.00	0.00	2.10	3.80	2.67
Successful Challenges	0	0	0	8	4	12
Unsuccessful Challenges	0	0	0	11	15	26
Umpire Referral	0	0	0	2	0	2
Original Call Stands	0	0	0	0	0	0
Successful %	0.00%	0.00%	0.00%	42.11%	21.05%	31.58%



Workstation



Smash Speed Display



Server Location

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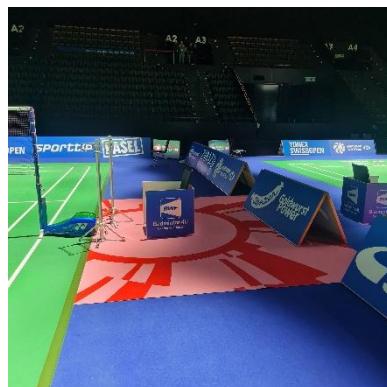


13. ARENA AND FIELD OF PLAY BRANDING

Aspect	Comments
Arena Branding	As there was no wall on 3 sides of the FOP, and the 4 th was the black curtain, there were no arena branding. However, Yonex balloons were placed below the screens from the start of the week.
A-boards	Wooden-framed a-boards were used. Solid and were easy to align. New players' boxes were brought in on Friday.
Spacing	With the full a-board setup on court 1 from Day 1, we then loss some space for line judges and corner entry/exit. This meant that some line judges were sitting inside the sideline a-boards, and entry/exit to courts are only from match control side.



Umpire Chair



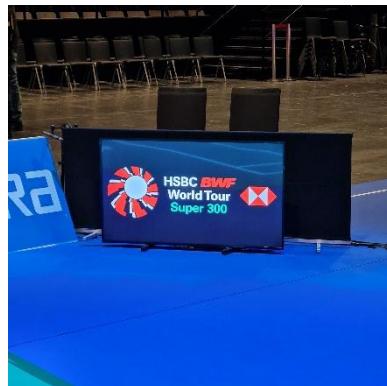
Service Judge Chair



Players' Boxes



Net & Net Post



Scorescreens



Shuttle Dispensers & Boxes

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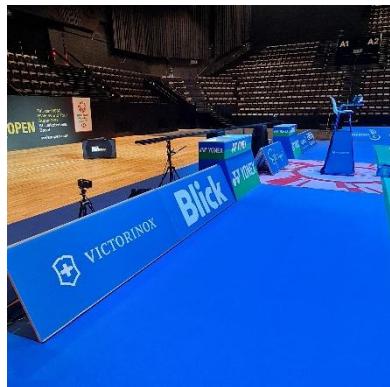
2-minute Interval Sign



Baseline A-boards



Reverse Baseline A-boards



Sideline A-boards



Sideline A-boards

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14. CONCOURSE AND CITY DRESSING



Spectator Entrance



Concourse Area



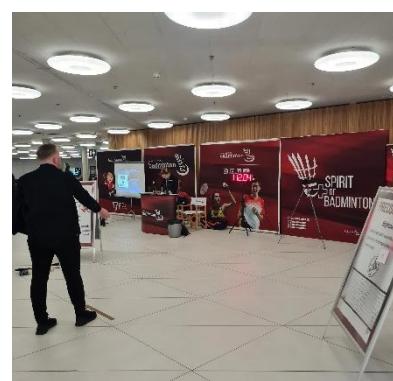
Outdoor Banners



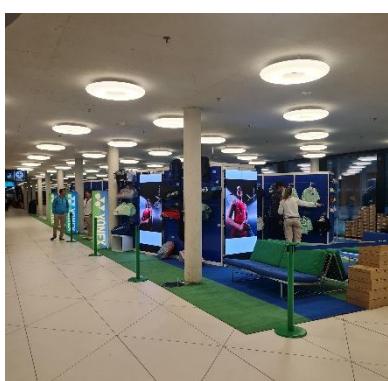
Signage



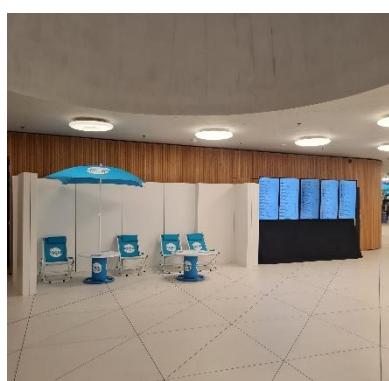
Indoor Entrance Backwall



Swiss Badminton Booth



Yonex Booth



Focus Booth

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15. BWF SPONSOR DELIVERY

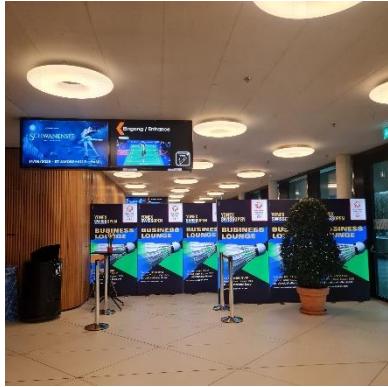
Aspect	Comments
A-boards	Badminton4u a-boards and service judge chairs were implemented as part of the 'support package 2'.
Virtual Logos	Implemented by AE Live.
Carpet Graphics	The World Tour carpet graphics were placed under Umpire Chair & Service Judge Chair.
Player Seat	BWF did not take up player seats implementation.
Trophy Pedestal	BWF did not take up trophy pedestal display.
Shared Branding	Branded items were shared and approved.
Exclusive Branding	BWF did not take up exclusive branding.
Coin Toss	BWF did not take up coin toss implementation.
VIP Seating	VIP Stand was arranged for all guests with VIP ticket, which one then exchanged for a wristband upon entry. The Stand was slightly bigger than last year, with a great view of Court 1.
VIP Lounge	VIP Lounge entrance was at the right end of the concourse area near the dining tables. The Lounge serviced drinks and snacks.
Accreditations	BWF did not take up any staff passes for sponsors.
Tickets	BWF did not take up any ticket allocations.
Booth	BWF did not take up a booth space.
Player Appearances	There were no player appearances for BWF.
Prize Presentations	BWF did not take up prize presentation opportunities.

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VIP Stand/Seats



VIP Lounge Entrance



VIP Lounge

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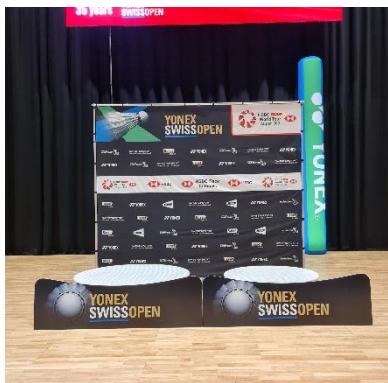
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16. PRIZE PRESENTATION

Aspect	Comments
Organisation	Prize presentation was kept relatively simple and clean. Rehearsal went as planned.
Items Presented	Trophy & Watches

Event	Guest 1 (Organiser)	Guest 2
Men's Singles	Christian Wackernagel	Philipp Kurz, Yonex Switzerland
Women's Singles	Julien Tissot	Jean-Daniel Bussard, Victorinox
Men's Doubles	Rocco Verelli	Robbert de Kock, SwissBadminton
Women's Doubles	Julien Tissot	Sven Serré, President BE
Mixed Doubles	Christian Wackernagel	Thomas Münzner, Yonex Switzerland



Prize Presentation Backdrop



Trophy & Watches



Usherettes



VIPs at Prize Presentation



17. RECOMMENDATIONS

Aspect	Recommendation
Schedule	<p>Tuesday Main Draw should start no later than 4pm. With a 5pm start, the finish time was 23:23.</p> <p>Tuesday:</p> <p>16:00 – 2 rounds MD, WD 18:00 – not before, remaining 4 rounds</p> <p>LOC must indicate 4 matches to start “not before 6pm” during Tournament Configuration discussion if that is the preference. This will allow streaming to prepare ahead.</p>
Livestreaming	Although no issues with the setup, it would be good to raise the seating at the Crionet workstation to be able to see the courts better.
Lighting	<p>There were issues with court-specific lighting where they did not switch on when match started at 18:30pm. This was quickly fixed, but it would be good to have another set of equipment on standby to ensure we have backup.</p> <p>Players’ faces turn dark when they approach the players’ box during break. It would be good to work on lighting these areas for TV.</p>
Tournament Mascot	<p>BWF received complaints from players regarding the mascot dancing behind the courts during matches.</p> <p>In addition, during the first prize ceremony the mascot ran onto the podium unannounced blocking the TV camera.</p> <p>Going forward there needs to be a clear plan agreed before the tournament regarding the mascot activities. The mascot then needs to be managed by Swiss Badminton.</p>
Manned cameras	As per the host agreement it is a requirement to include a handheld camera for walk ons, intervals and the coin toss. Currently this is not being implemented and is having a detrimental affect on the broadcast.