

## Polo: the royal sport shaping luxury travel trends

By Ayra Nguyen

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**A**s one of the world's oldest team sports, polo has seen its rules and style of play evolve through the centuries. The modern format typically features two teams of four riders. Long associated with royalty, polo remains favoured by the elite, with professional tournaments held much like those in any other sport.

British Open Gold Cup winner and professional player Charlie Hanbury observes that polo is no longer reserved exclusively for the aristocracy. The sport, he notes, has become increasingly professionalised. Beyond seasoned athletes, a growing number of dedicated amateur players are also embracing the game with passion.

With interest in polo growing steadily, the nations considered the sport's original heartlands are drawing increased numbers of international travellers. More than just a leisure pursuit, polo is now a key force shaping global trends in high-end tourism.

### Estancia Vik José Ignacio (Uruguay)

Set near the Uruguayan coast, Estancia Vik José Ignacio is a haven for those who appreciate both artistic expression and polo tradition.



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An ocean that doesn't rush, birds carried by the wind, and time unfolding at its own gentle pace, light, free... In José Ignacio, nature's quiet poetry invites us, day after day, to be fully present.

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Conceived by architect Marcelo Daglio, the estate draws inspiration from classical Spanish design, complete with dramatic open-air spaces, striking sculptures, a vast organic garden and a 20-metre nero-stone pool.

Guests are invited to the private polo field for matches, mingling with seasoned players and learning first-hand. The resort also boasts an 18-hole golf course and supports a wide array of activities, from birdwatching and mountain biking to canoeing and coastal water sports.