

PRESS MAP

MARCH 10TH 2020





SUMMARY

PRESS RELEASE - SEASON 2020/2021

EVEN MORE FREEDOM WITH THE NEW MAGIC PASS 2020/2021

PRESS RELEASE - RESULTS MARCH 1ST 2020

**THE MAGIC PASS SOLIDARITY FUND
COMPENSATES FOR THE LACK OF SNOW**

KEY FIGURES

INFORMATION FOR THE MEDIA

To take advantage of the **MAGIC PASS 2020/2021** introductory offer at the lowest price possible, you must purchase your pass before April 6th 2020 at 12pm.

For orders and information visit magicpass.ch



PRESS RELEASE

Sion, March 10th 2020



NEWS

EVEN MORE FREEDOM WITH THE NEW MAGIC PASS 2020/2021

There's no better time than while the current season is still in full swing to unveil the new MAGIC PASS 2020/2021, with its new partners and new offers valid all year long. The goal of this fourth edition is to continue fulfilling the wishes of its 135,000 pass holders who will now enjoy more benefits than ever with three new destinations and other options, including thermal baths and mountain pools.

Since its launch three years ago, MAGIC PASS has attracted an ever-growing amount of users. From just over 80,500 pass holders during the first season (2017/2018) to currently 134,500, indicating an increase of over 68%. Apart from just bringing together a large community of mountain users, this innovative business model has helped revitalize the sector that had become overly dependent on various factors: economy, weather, and accessibility. User numbers have received a measurable boost with almost 3 million ski days accounted for by the end of February, 47% of which were MAGIC PASS holders.

MAGIC PASS means freedom!

Now that MAGIC PASS is a proven success, the goal is to guarantee it stays that way! That's why a poll was taken of pass holders to find out what they liked the most and what their wishes were for the future. The most commonly used expressions describing their experiences were: brilliant, practical, economical, magic, discovery, and freedom. MAGIC PASS simplifies mountain access and offers pass holders a feeling of freedom for only CHF 399 for adults and CHF 269 for children. It's a unique way to experience the mountains in summer and winter thanks to a choice of over 30 resorts. The poll also confirmed users' favourite activities, which unsurprisingly are sliding sports in winter and hiking in summer. It also identified another popular activities that are now the subject of a new offer 2020/2021: a Pools option for CHF 249 that allows access to 10 mountain pools and thermal baths all year round.

The addition of Saas-Fee in winter, Loèche-les-Bains, and Pré d'Orvin to the list of MAGIC PASS resorts has helped extend the territory, with particularly exciting offers. Thanks to the positive results this winter, Saas-Fee and Saas-Almagell will now welcome pass holders in the summer (skiing not included) starting with the 2020/2021 pass, and offering a wide array of summer-time activities. Another resort, La Robella au Val-de-Travers will be joining MAGIC PASS too.

The freedom of MAGIC PASS is available now at magicpass.ch



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THE MAGIC PASS SOLIDARITY FUND COMPENSATES FOR THE LACK OF SNOW

RESULTS MARCH 1ST 2020

Different regions of the MAGIC PASS territory have seen mixed results this winter season. Visitor records have been broken in the south, whereas in the north, conditions have been challenging. It's a disparity that the cooperative plans to balance by using its solidarity fund for the first time. The Magic Mountains Cooperation model is taking on a new dimension: In addition to the attractiveness of the product for pass holders, support for resorts in difficulty caused by extenuating weather conditions are assured.

This winter has been unusual, setting records in some areas with challenging conditions in others. Pierre Besson, President of Magic Mountains Cooperation, explains: "The key to ensuring visitor numbers in the resorts is having sufficient snow cover and bright sunshine at the right times. That was the case during the Christmas holidays, weekends in January, and the first half of the winter vacation period. Records were broken in southern Chablais and the Rhône Valley, while in the north conditions were extremely marginal."

More than CHF 800,000 distributed to mid and low-altitude resorts

Thanks to an increase in the number of pass holders and ski days, the revenues generated from the beginning of winter until 1 March 2020 surpassed 100 million, with 47 million generated by Magic Pass. This financial result has made it possible to distribute considerable sums to partner resorts before the start of the winter season by using the solidarity fund for the first time to add more than 800,000 CHF to the basic amount. This assistance has allowed resorts located in the Riviera region, the canton of Fribourg, and the Jura Arc to continue offering lift services and guarantee mountain access. It is important to note that clients of these resorts, who are MAGIC PASS holders, were able to enjoy quality snow cover at other partner resorts above 1500 meters during the entire season.

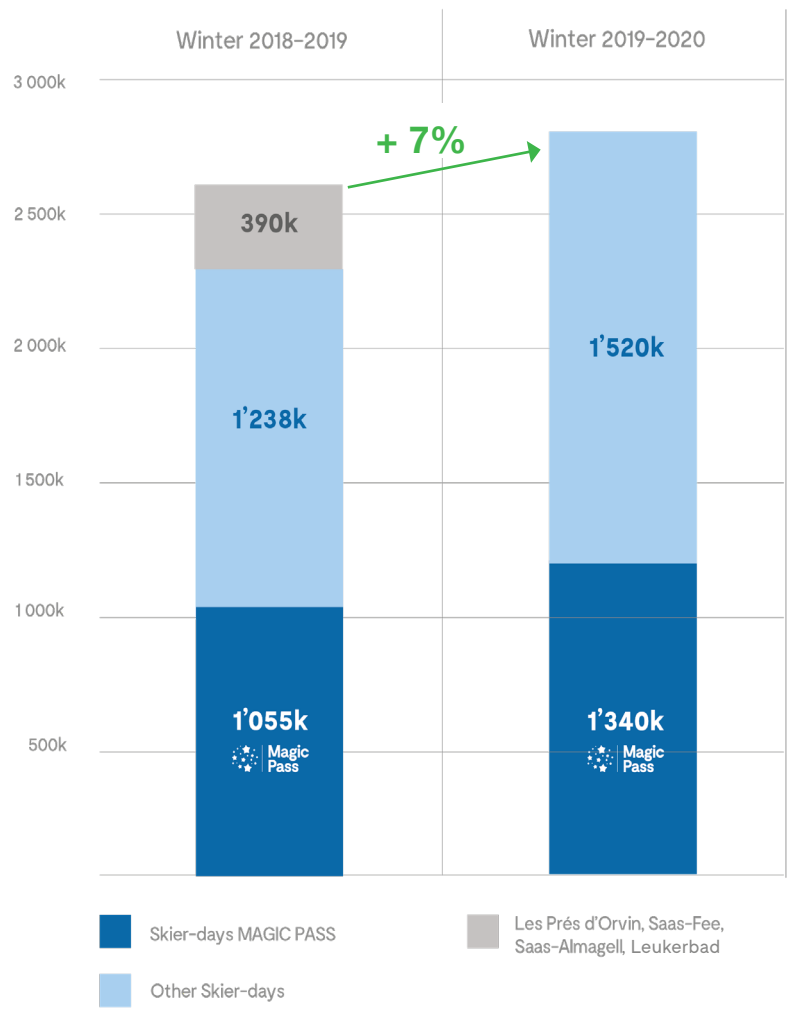
New MAGIC PASS options

The new MAGIC PASS 2020/2021 is currently on sale for CHF 399 for adults and CHF 269 for children. In addition to the basic offer of access to more than 30 resorts in summer and winter, La Robella Val-de-Travers, Saas-Fee and Saas-Almagell in summer (skiing not included) now extend the territory. The newest fantastic offer for 2020/2021 is a Pools option that allows unlimited, year-round access to mountain pools and thermal baths for CHF 249.



KEY FIGURES WINTER

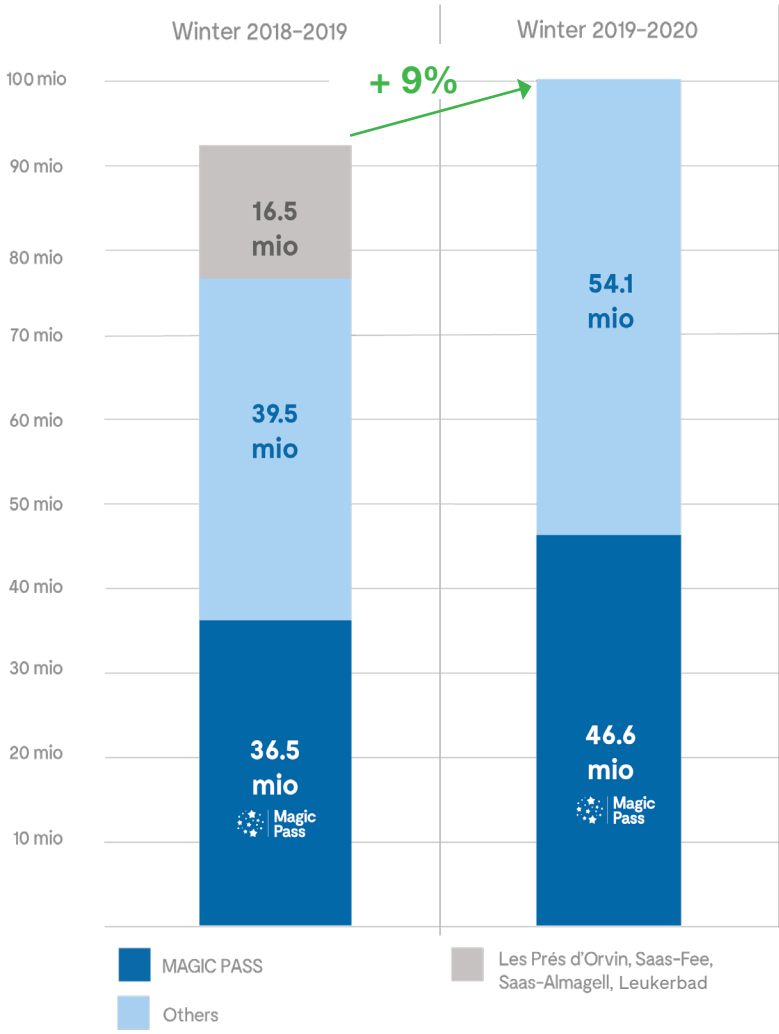
Skier-days until March 1st 2020





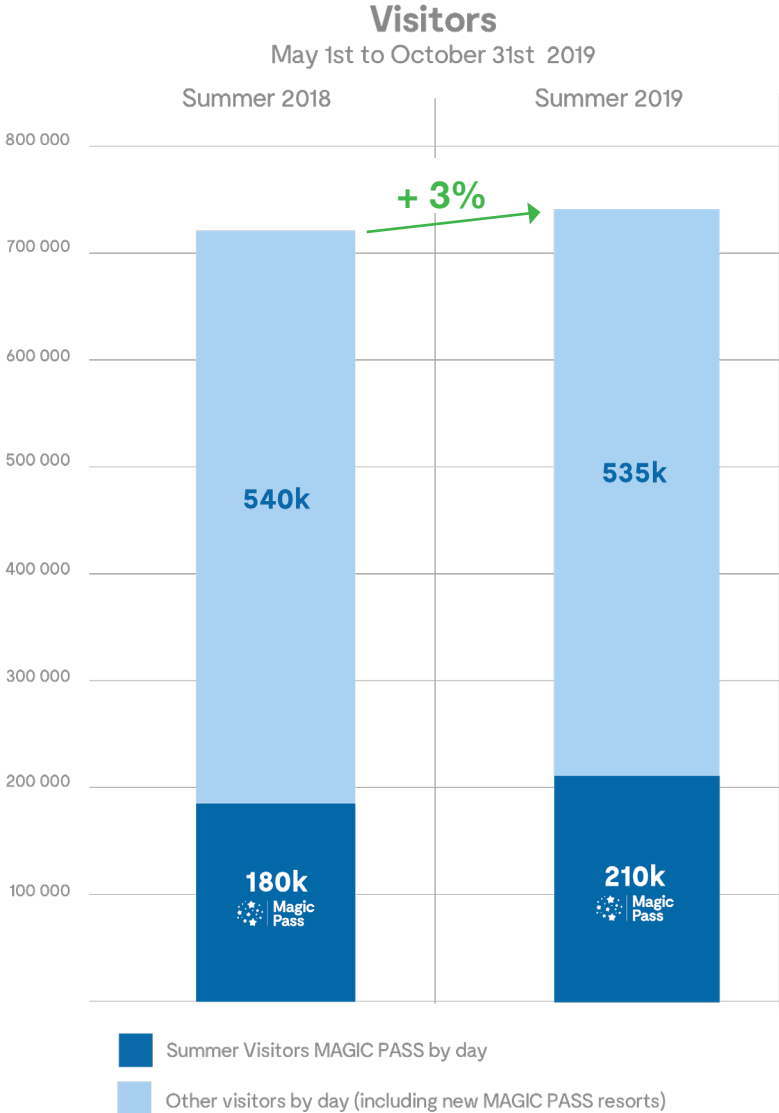
KEY FIGURES WINTER

Turnover until March 1st 2020



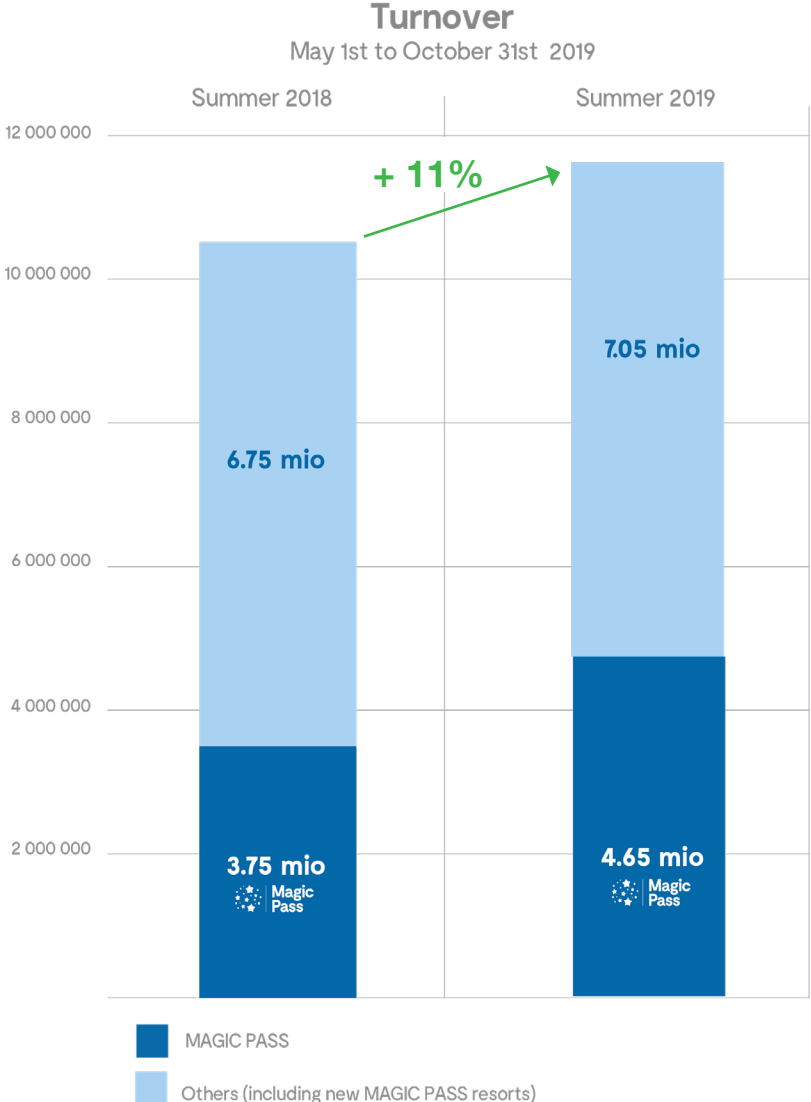


KEY FIGURES SUMMER





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INFORMATION FOR THE MEDIA

CONTACTS

English - French - German

Cornelia Forte

Dream Boxes – Vevey

T. 021 321 20 60

M. 079 347 32 83

Email : media@dreamboxes.ch

Newsroom media

Press Map & photos

www.magicpass.ch/presse