



PRESS RELEASE

Lausanne, 15 March 2022

MAGIC PASS: A 5TH YEAR OF SUCCESS AND NEW HORIZONS

Today, the Magic Mountains Cooperation is presenting the record results of its fifth season in Lausanne. Magic Pass has provided 141,000 people with unlimited access to the mountains in both summer and winter. New for the 2022–23 season, the pass will now include 13 new resorts and is expanding into France, the Bernese Oberland and Upper Valais, with no increase in price. The Magic Pass is on sale from midday today.

For the fifth consecutive season, the Magic Mountains Cooperation is delighted to present the record-breaking figures for its flagship product, Magic Pass. In 2021–22, **141,000** mountain enthusiasts benefited from this unique offer in Switzerland – an **increase of 27.6%** compared to the previous year. From 1st November 2021 to 10 March 2022, the Magic Pass was used to access **1.53 million** ski and leisure days. People accessing the ski slopes with the Magic Pass now account for more than 50% of visits to the partner resorts. With travel restrictions still affecting the tourism sector, this domestic offer has been popular throughout the year: 60% of Magic Pass holders used their pass at least once during the summer of 2021. People who are passionate about the mountains are now forming a real community around this inspiring brand, which is recognised by people of all ages.

2022–23: NEW HORIZONS TO EXPLORE FOR THE SAME PRICE

Over the past five years, the Magic Mountains Cooperation has been expanding its partnerships to include ever more operators in the tourism and leisure sectors. This has helped Magic Pass world to keep growing and evolving substantially. In its sixth year, the Magic Pass initiative will continue to develop, building on the expansion that began last year. Now, for the first time, the area covered by the pass will extend into neighbouring France by including the resort of Métabief in the Arc Jurassien. In Switzerland, no less than 11 resorts are joining Magic Pass in the Bernese Oberland and in Upper Valais. These are: Aeschialmend, Axalp, Beatenberg, Eriz, Faltschen, Habkern, Heimenschwand, Jaunpass, Niederhorn, Rossberg and Rosswald. In addition, from now on, Glacier 3000 will be included as one of the winter partner resorts that are permanently included in Magic Pass at no extra charge. In total, 13 new partner ski resorts are joining the Magic Pass adventure. All of this means that **for CHF 399 (CHF 269 for children), Magic Pass now grants unlimited access to a total of 52 ski resorts and 23 summer destinations** – an unparalleled offer.

The 2022–23 Magic Pass is on sale **from midday today** at www.magicpass.ch at a price of CHF 399 / EUR 369 for adults and CHF 269 / EUR 249 for children. Prices guaranteed until noon, 11 April 2022.





Magic Pass

PASSION SCHNEESPORT WINS THE MAGIC PASS AWARD

Each year, the Magic Pass Award rewards one of the partners' favourite causes with a cheque for CHF 5,000. This year's award goes to **Passion Schneesport**, a foundation that supports the next generation of snow sports athletes in Switzerland. This long-term support project highlighted today is in line with the brilliant results achieved by Swiss athletes at the last Olympic Games.

EVEN MORE MAGIC!

BATHING AND SPAS

The swimming and bathing add-on allows visitors to add a dimension of relaxation to their experience, providing access to 13 thermal baths and mountain swimming pools at a price of CHF 249 for adults and CHF 149 for children. Three new bathing facilities have been added this year: St-Luc, Vallée de Joux and Val-de-Travers.

SPRING SKIING

The 2022-23 Magic Pass can be used from 21 March onwards with the special spring skiing offer for CHF 99.

PASS 100

For CHF 149, this option allows you to ski in Crans-Montana area for 100 days.

BE MAGIC

The Magic Pass loyalty programme: throughout the year, each time you use the pass or spend money at one of the 300 partner businesses, you earn points that can be converted into cashback.

MAGIC TRAVEL

A joint offer in cooperation with SBB RailAway and Buchard Voyages coaches, allowing customers to get to the resorts at a discounted rate.

PRESS KIT:
magicpass.ch/presse

Magic Pass is a product and brand of the Magic Mountains Cooperation, based in Sion in the Swiss Alps and founded in 2017 with the aim of promoting access to the mountains and the leisure activities on offer there, both in winter and summer. Magic Pass is a subscription that is accessible to all. It offers free and unlimited access to all the facilities of the partner resorts, including the ski lifts of 52 ski areas in winter and 23 summer destinations! This offer is unique in Switzerland. It includes access to almost 1,400 km of slopes, 2 glaciers, 19 snowparks, 100 mountain terraces, 2 revolving restaurants, and more than 1,000 km of mountain biking routes, as well as spas, hiking trails, breathtaking views, and much more.

YOUR CONTACT

Marc Zandrini
Press Officer
+41 78 918 55 61
media@magicpass.ch

MAGIC MOUNTAINS COOPERATION

Cooperation
www.magicpass.ch



**Magic
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