



Magic Pass wins over record numbers of mountain enthusiasts

In 2022, Magic Pass sales increased by almost 20% compared to the previous year, bringing the total number of active Magic Pass holders to 164,700 from across 34 countries. About 20% of them are children. All benefit from unlimited access to the mountains all year round. As of this year, Magic Pass holders will have access to 16 new destinations in Bern, Upper Valais, the Canton of Vaud and, for the first time, the Canton of Lucerne, all for the same price.

Sales are up, prices stay the same

Since its launch in 2017, interest in Magic Pass has continued to grow, and it has sold 164,700 annual passes for the 2022–23 season, representing a 17% increase from the previous season. This growing interest is also reflected geographically, with strong demand in the regions of recently added Magic Pass destinations, such as the Bernese Oberland and the Jura region of France. This is a great benefit for the partner destinations because these sales guarantee them a certain level of turnover, regardless of how the year is going otherwise. “These excellent figures and sales volumes mean that Magic Pass can hold its pricing strategy steady, despite the fact that inflation is currently affecting all sectors”, said Pierre Besson, Chairman of the Cooperative. More good news: it is now possible to spread the cost of a Magic Pass across several monthly instalments.

Lucerne joins the Cooperative, while Bern, Upper Valais and Vaud expand

In this 7th season of Magic Pass, the geographical areas available are expanding, with the addition of *Bumbach*, *Gantrisch Gurnigel*, *Gurnigelbad*, *Kiental*, *Egg Ottenleue*, *Riffenmatt*, *Rüscheegg – Eywald* and *Selital* for the **Canton of Bern**; *Marbachegg*, **the first ski area for Lucerne**; *Lauchernalp*, *Moosalp*, *Eischoll*, *Gspon*, *Visperterminen*, *Unterbäch* for **Haut-Valais**; and *Sainte-Croix – Les Rasses* in the **Jura region of Vaud**. This brings the total number of winter and summer destinations to 69 and 31 respectively. These latest additions will ensure that Magic Pass beneficiaries continue to benefit from a great selection of options for different sports and weather conditions in the mountains. “In winter, this will provide a greater choice of local skiing options, especially in urban areas”, said Sébastien Travelletti, Vice President of Magic Pass. “It also promotes mountain destinations in summer. Magic Pass is actually being used more and more in the summer season and we are strengthening what we have on offer then.”



Magic Pass is increasingly popular in summer, helping alpine destinations transition from winter to summer go-to places

Magic Pass holders generated more than 1.4 million ski days by 28 February 2023, and it is forecasted to reach 1.85 million by the end of this winter season. This demonstrates customers' ongoing interest in winter sports. Additionally, Magic Pass users also led to an impressive increase in the number of summer days spent at the resorts. More than two thirds of customers used their Magic Pass between 1 May and 31 October 2022, amounting to a total of 355,500 summer days. That's an increase of more than 20% compared to last year. This winter-to-summer transition is largely possible thanks to Magic Pass business model which comes down to an annual subscription. "It not only builds loyalty and brings new customers to the resorts, but it also acts as a catalyst for an easier winter-to-summer transition for the destinations, helping them shift towards less low-altitude skiing and more activities spread throughout the year", said Pierre Besson. This year, it will also be possible to expand the Magic Pass experience thanks to Glacier 3000 summer option.

Customers are mainly Swiss, mostly from the French-speaking part of Switzerland and of all ages

Customers from the French-speaking part of Switzerland still make up the majority of Magic Pass purchasers: the cantons of Vaud, Fribourg and Valais top the leaderboard, with the Canton of Bern in 4th place. Customers are evenly distributed across all age groups, from children to retired people. Most Magic Pass holders live in Switzerland, but there is also plenty of interest coming from our European neighbours, and it also attracts enthusiasts from further afield.

The effort to improve transportation options continues

For the second season, Magic Pass and Swiss Federal Railways (SBB) have renewed their offer designed to encourage travel by public transport by giving a 50% discount on train tickets over several weekends. Choosing to travel by train saves significant amounts of emissions and fuel: according to the SBB website, taking public transports from Lausanne to Zinal instead of driving a car saves 23 kilos of CO₂ and 10 litres of petrol. "We felt it was important to renew this offer so we could continue to encourage sustainable travel", said Sébastien Travelletti.

Magic Pass 2023-24 is on sale from **March 14th at noon** on www.magicpass.ch at a price of CHF 399 / EUR 389 per adult and CHF 269 / EUR 259 per child. Prices guaranteed until April 11th, 2023, at noon.