



## Magic Pass continues to expand into France and Italy

With sales up by 9% this season, Magic Pass, now in its seventh year, has proved a hit with 180,000 mountain enthusiasts. Customers can now use the pass to ski in Italy and in France's Jura and Chablais regions for the same price of CHF 399.–. With more than two million skier-days, Magic Pass is the leading Swiss ski pass.

Magic Mountains Cooperation is proud to announce that its flagship product Magic Pass continues to attract increasing numbers of mountain lovers. The addition of six ski resorts in the Upper Valais area last year doubled the number of pass holders in the region, bringing the number of Upper Valais residents with Magic Pass to more than 10,000 out of nearly 36,000 for the whole canton of Valais. Meanwhile, the inclusion of resorts in the canton of Bern has led to a big rise in pass holder numbers there.

This increase is proof of the growing interest in the pass, which from next season will provide unlimited access to 80 ski resorts and 37 summer mountain destinations in Switzerland, France and now Italy too. Thanks to Pass 100, the partnership with the ski resort of Crans-Montana has been renewed for winter 2024-2025.

### A broader and more diverse offer

In a big change for the 2024-2025 Magic Pass, the cooperative is opening up new horizons, crossing the border into Italy to take in two mountain resorts there: San Domenico and Devero, an hour north of Milan. This is a symbolic step in the growth of Magic Pass as it expands into a new geographical and linguistic region and strengthens its position as a major player in four-season tourism.

This year Magic Pass is also adding five new French mountain resorts: Monts Jura (Col de la Faucille), the Franco-Swiss resort of Jura sur Léman (La Dôle and Les Rousses), Habère-Poche, Hirmentaz and Thollon-les-Mémises are joining the fold, broadening the pass scope in the Greater Geneva area and around Lake Geneva. The ski tows in central Saint-Cergue in the canton of Vaud, which are also open for night-time skiing, complete the new possibilities available in this area. The offer in the canton of Bern is also expanding, with the addition of three mountain destinations: Schwanden, Wileralmi and Homberg. In all, Magic Pass features 11 new destinations this year.



Lastly, the Pools option has not been forgotten with the introduction of two new establishments, Jura Sport & Spa Resort in Saignelégier and the indoor swimming pool at Aeschi near Spiez. These additions extend the coverage of this option in the cantons of Bern and Jura, increasing the number of partner establishments to 15 for a lead-in price of CHF 249.– for adults.

### **A summer season increasingly in demand and an improved offer to match**

With more than 110,000 customers totalling some 400,000 visits in summer, Magic Pass continues to progress and is now a significant driving force behind the summer tourism transition. This trend underscores the evolution of mountain tourism towards a four-season experience, with summer playing an essential part in activity diversification.

The cooperative's Chairman Pierre Besson commented, "Resorts like Thollon-les-Mémises, which has magnificent views of Lake Geneva and the Col de la Faucille and offers a variety of activities such as summer bobsled, mountain biking and a tree adventure park, are a great addition to our summer range. This is stepping up our diversification strategy beyond the Alps while remaining close to urban centres. Magic Pass offers unlimited access to the mountains in both summer and winter." With a total of 37 destinations, the pass' summer offer continues to expand.

### **An offer encouraging the use of public transport**

Magic Travel, the cooperative's mobility offer in partnership with SBB, has been extended for a third consecutive season and now comprises six weekends with a 50% discount on journeys to the 30 participating resorts. "We have seen a significant rise, with more than twice as many promotional codes used compared with the previous year. Growth remains modest, but Magic Mountains Cooperation is working hard to improve mobility solutions for skiers," says Lola Guignard, Director of Magic Pass.

### **Making mountains more accessible**

In the 2023-2024 season the option to pay for Magic Pass through the flexible payment platform Heidipay was introduced. This means that clients can now pay monthly to buy their pass, offering a more practical and affordable way for users to access the ski lifts run by partner destinations.

Magic Pass 2024-2025 will go on sale on the official website at **midday on 12<sup>th</sup> March** at the price of CHF 399.– / 419 € for adults and CHF 269.– / 279 € for children. These prices are guaranteed until noon on 9<sup>th</sup> April 2024.