



Magic Pass



PRESS RELEASE

Lausanne, October 3rd 2017

NEWS REPORT- WINTER SPORT

MAGIC PASS KEEPS ITS PROMISE AND SELLS MORE THAN 81'500 SEASON PASSES

Last April, the news seemed incredible! Today, MAGIC PASS has become reality for the 81'538 happy holders of the magic ticket. The new MAGIC PASS concept offers a single season ticket for 25 ski resorts. After 5 months of pre-sales, the results are super encouraging as the increase in the number of season tickets sold is already at 2.3 times more than previous seasons. In total, 43% of the 25 stations seasonal sales have already been reached by the end of September 2017 (in comparison to the average of the last 3 seasons). The MAGIC PASS model is completely reinvigorating the winter sports and mountain tourism sector with a forecast of around one million skiing days for this coming winter.

The basic idea of uniting more than 25 resorts via the new cooperative "Magic Mountains Cooperation", was to provide an attractive financial solution for both the clients of the lift companies and the resorts themselves. For winter sports enthusiasts, access to the mountains becomes simplified with an immense choice of destinations encompassing high, medium and low altitude resorts in 5 Swiss cantons. With over 1000 km of slopes, MAGIC PASS offers a most extensive skiing region. For stations, it is the guarantee to remain competitive in often complicated and adverse operating conditions. The cooperative also guarantees a solidarity fund to help stations in difficulty. By example, a recent collaboration between the stations made it possible to ensure the logistics of the subscriptions so that all the orders could be delivered within the announced deadlines..

The MAGIC PASS offer remains valid throughout the season

With the super attractive launch price of CHF 359.-, MAGIC PASS was immediately viewed as a convincing offer. Despite its launch at the end of the winter season 2016/17, an immediate interest was felt and the website was literally taken by storm. Over the last 5 months the price has gradually augmented to CHF 379.-, then to CHF 399.- and today is at CHF 459.- for adults and CHF 299.- for children (until the October 23. 2017). MAGIC PASS will remain accessible and the price will continue to increase gradually an throughout the entire winter season 2017/18, however the price will continue to increase.

The renewal of the previous season's subscriptions seemed obvious with such amazing conditions but the real intent was on a much vaster scale. Seduce a maximum of persons and attract new sports enthusiasts to enjoy the mountains without limitations. According to the Datastory analysis (company specialised in data mining) 45'638 of all sales were to new customers. This shows that not only the dedicated skiing community bought a MAGIC PASS but a multitude of public that were no longer going on a regular basis to the mountains will once again enjoy some new and unforgettable experiences. The MAGIC PASS community head count is already at more than 81'500 subscribers and the aforementioned will more than likely accrue a million skier days during the coming season! For the Ski Resorts, the operation permits to limit the financial risk as 43% of the total sales for the coming season are already assured. In relation to attendance levels, MAGIC PASS offers an extra security because 25% of the sales usually coming from day or multiple day passes is already achieved.

The accomplished success of MAGIC PASS grants us a sneak preview of the next steps with propositions such as the integration of new destinations as well as an option for the summer. But lets not divulge any more for now, so let the snow come and note in your agendas the not to be missed MAGIC PASS season opening event that will take place in Grimentz-Zinal on November 18th. It's a good ole ski festival that offers many a surprise and advantages for the holders of the magic ticket.

Enjoy a winter without limits via MAGIC PASS

To celebrate the success of this first season, a magic challenge has also been proposed. The first three people to visit each of the 25 stations and 2 persons selected by random draw will win their passes for the next 5 years. Good news... prepare your equipment !

Magic Pass

Magic Pass is a seasonal ski pass valid for the entire 2017/18 winter season at the following ski resorts :
Anzère – Les Bugnenets-Savagnières – Charmey - Crans-Montana – Crêts-du-Puy – Grimentz-Zinal – Glacier 3000 – Jaun – La Berra – Les Diablerets – Les Paccots – Les Marécottes – Leysin – Les Mosses – La Lécherette – Mayens de Conthey – Moléson – Ovronnaz – Nax Rathvel – Schwarzsee – St-Luc/Chandolin – Tramelan – Vercorin – Villars-Gryon.

The Magic Pass card permits access to more than 25 ski areas. Current prices and sales at www.magicpass.ch

KEY NUMBERS

Quantity of MAGIC PASS sold (30.9.17)

81'538

Minimising the financial risk

43% of the total sales for the coming season are already assured thanks to MAGIC PASS

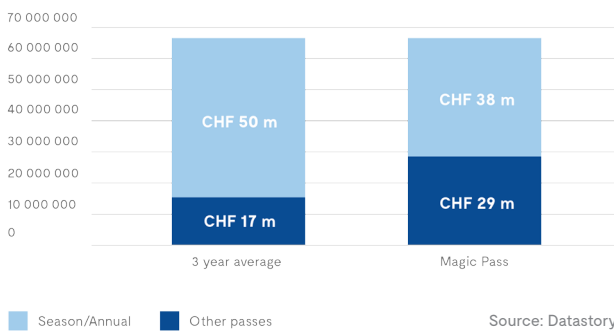
Quantity of season passes sold in comparison to previous years

+ 2.3 X

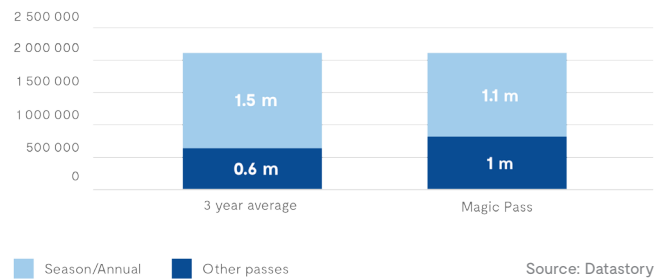
Assured skiing days

MAGIC PASS offers an extra security because 25% of the sales usually coming from day or multiple day passes is already achieved

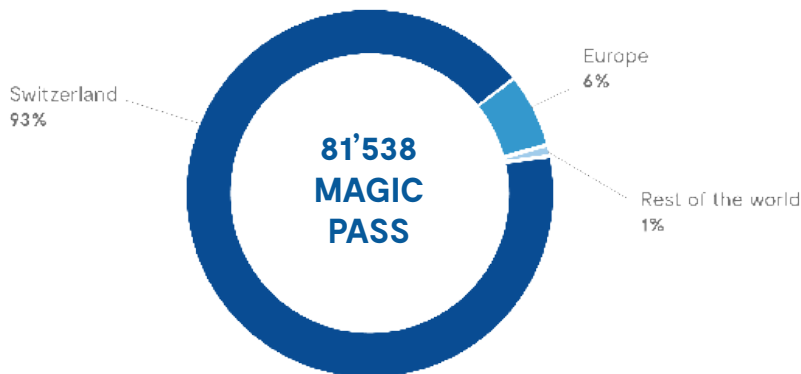
Turn over



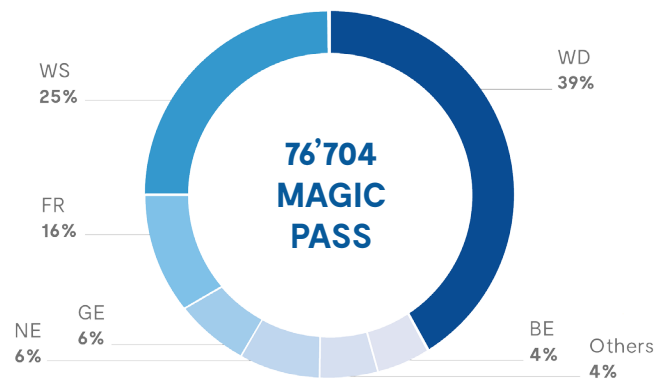
Payed skiing days



Geographical sales split



Swiss regions sales split

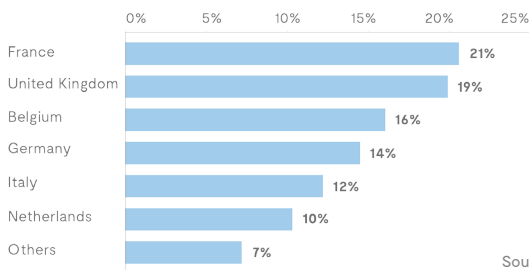


KEY NUMBERS

Unusual Provenances

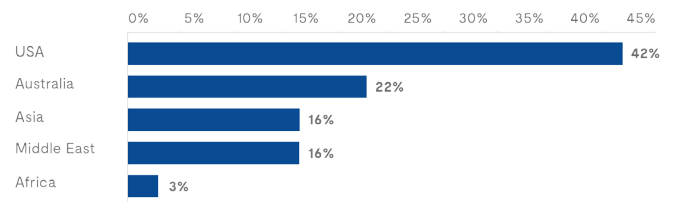
The 7% of sales made outside of Switzerland are counting for 6% in European countries and 1% from the rest of the world. In unusual provenances, there were 49 passes sold between North and South America divided into three countries; the USA, Canada and Suriname. The southern hemisphere also bought MAGIC PASS with 26 passes sold in Australia.

European sales (excl. Switzerland)



Source: Datastory

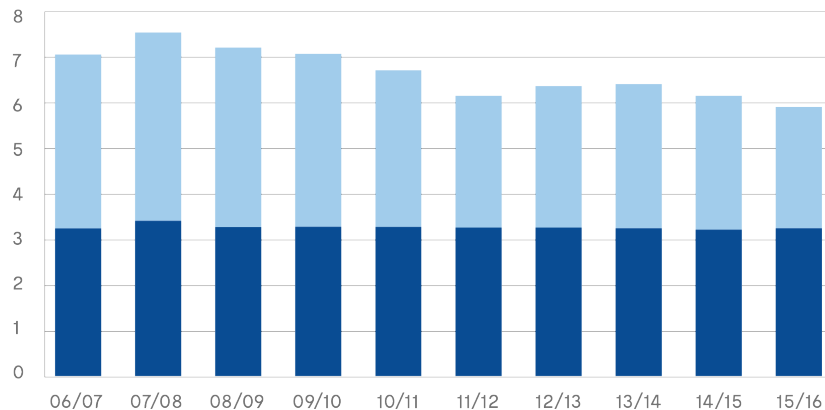
Worldwide sales (excl. Europe)



Source: Datastory

4 716 MAGIC PASS
outside of Europe 118

Evolution of overnight stays in winter hotels and wellness centers in the tourist regions of Valais, Graubünden, and the Bernese Oberland



■ Swiss tourists ■ Foreign tourists

Source: Laurent Vanat