

Press Release

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Gstaad Joins Magic Pass Starting Summer 2025!

Magic Pass strengthens its status as the leader in multi-resort offerings in Switzerland by integrating Gstaad starting in the summer of 2025. This strategic expansion coincides with a successful summer season in 2024 and record sales for 2024/2025.

Gstaad: An Exceptional Destination for 2025

Starting in the summer season of 2025, Gstaad will officially join Magic Pass, providing Magic Pass holders with new opportunities to explore the western Bernese Oberland and the Vaud Alps. Gstaad's lifts, which also cover Rougemont, Schönried, Saanenmöser, Zweisimmen, and St. Stephan, will further enhance the visitor experience. With its breathtaking landscapes and a wide range of activities, Gstaad will be a valuable addition to the current offerings. This expansion firmly establishes Magic Pass as the must-have pass for enjoying the mountains year-round, both in summer and winter.

Pierre Besson, President of Magic Mountains Cooperative, is delighted with this development: “The integration of Gstaad illustrates our commitment to continuously enhancing our clients’ experience. We are thrilled about this collaboration, which reinforces our position as a leader in mountain leisure.”

Matthias In-Albon, CEO of Bergbahnen Destination Gstaad AG, adds: “With Magic Pass, we are opening a new chapter for Gstaad. This pass offers our visitors unparalleled flexibility and comfort. It revolutionizes access to our resort, allowing guests to effortlessly explore our slopes and enjoy the wide range of activities in the region. We are thrilled to be part of this innovative cooperative, which enables our guests to appreciate the beauty of our mountains throughout the year.”

Strong Summer Turnout Despite the Weather

Despite unpredictable weather conditions, the 2024 summer turnout at Magic Pass partner resorts saw a slight increase. This result reflects the enduring appeal of the mountains to Magic Pass holders, confirming the growing popularity of the offer throughout the year.

Sales Update: Goals Achieved

Magic Pass sales for 2024/2025 have significantly increased, with over 192,000 passes sold following the price adjustment on October 1st, 2024. This figure represents a rise of over 17,600 Magic Passes (+10% compared to last year). According to projections, total sales are expected to reach 197,000 subscriptions, meeting the budgetary goals set for the year. The growing popularity of the product is especially notable in the cantons of Bern, Zurich, Solothurn, Aargau, Lucerne, and Basel, all showing a +20% increase, as well as in Geneva, which has seen a +10% rise due to the addition of new resorts to the Magic Pass network this year. Growth also remains strong in French-speaking Switzerland, highlighting the continued appeal of the pass in the region.

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