



Magic Pass



PRESSE RELEASE

Crans-Montana, March 7th 2018

EVER-INCREASING VISITOR NUMBERS AND A NEW, EVEN MORE ATTRACTIVE OFFER: MAGIC PASS IS A RESOUNDING SUCCESS!

Launched in April 2017, **MAGIC PASS** allows access to lift services at 25 ski areas in the Swiss French region. The season pass quickly convinced 85,000 winter sports enthusiasts of its worth. The attractiveness and competitive pricing of the offer was validated over the course of the season – by the end of February 2.177 million skier-days had been recorded with an increase of 30%. This unique and exciting way to experience the mountains that will be relaunched and upgraded with an even greater number of resorts, all year-round.

A 30% increase in visitor numbers

By the end of February, after approximately 80% of the 2017/18 winter season had elapsed, over 2.177 million skier-days had been accounted for at the 25 **MAGIC PASS** partner resorts combined. This represents an increase of over 30% when compared to the previous season on the same date. In terms of turnover, an increase of 10% was achieved by the end of February compared to the season total from 2016/17. These figures give foresight to a total increase of about 25% for the entire 2017/18 season.

The results were very encouraging for all involved; smaller resorts such as Rathvel have experienced extraordinary increases of up to 220% and larger resorts as well, like Crans-Montana have seen numbers rise upwards of 30%.

For pass holders, winter sports are more attractive than ever thanks to **MAGIC PASS**, which has also had a positive impact on the 25 lift companies involved in the program. The spirit of cooperation has guaranteed an appreciable level of stability for the smaller, less well-known ski areas.

PRESSE RELEASE - FOLLOW-UP

More than 30 resorts in the winter and summer, coming soon

Founded in spring 2017, the success of this first season and the increased enthusiasm of mountain users have allowed the Magic Mountains Cooperation cooperative to come back with an even more attractive offer, which includes additional ski areas increasing the size of the territory already covered by the original MAGIC PASS partners. These new ski areas waiting to be discovered by pass holders are: the Espace Dent Blanche (Evolène – La Forclaz – Arolla), the Vallée de Joux (L'Abbaye, - L'Orient – Le Brassus), and the Riviera (Les Pléiades - Rochers-de-Naye). In total, MAGIC PASS 2018/19 includes more than 30 ski areas of all shapes and sizes.

MAGIC PASS continues to innovate, now becoming the first major annual pass to allow unlimited use of its lift services in winter and at those areas open in summer, too! All-mountain access is now a year-round reality with an offer that lets pass holders take full advantage of a whole range of summer activities awaiting them including: mountain biking, hiking, dining, sight-seeing and enjoying sunsets in the mountains.

The 16 locations open in the summer are: Anzère, Charmey, Crans-Montana, Grimentz, Zinal, Jaun, La Berra, Leysin, Les Marécottes, Moléson, Ovronnaz, Schwarzsee, St-Luc, Chandolin, Vercorin, Villars-Diablerets.

MAGIC PASS is on sale starting today for CHF 399.- for adults and CHF 269.- for children. This is a limited time offer with these prices guaranteed only until 12pm (noon) on 9 April 2018.

Attention all mountain lovers, make sure you get your MAGIC PASS at www.magicpass.ch

Magic Pass

Magic Pass is a seasonal ski pass valid for the entire 2018* summer and winter season in more than 30 resorts:

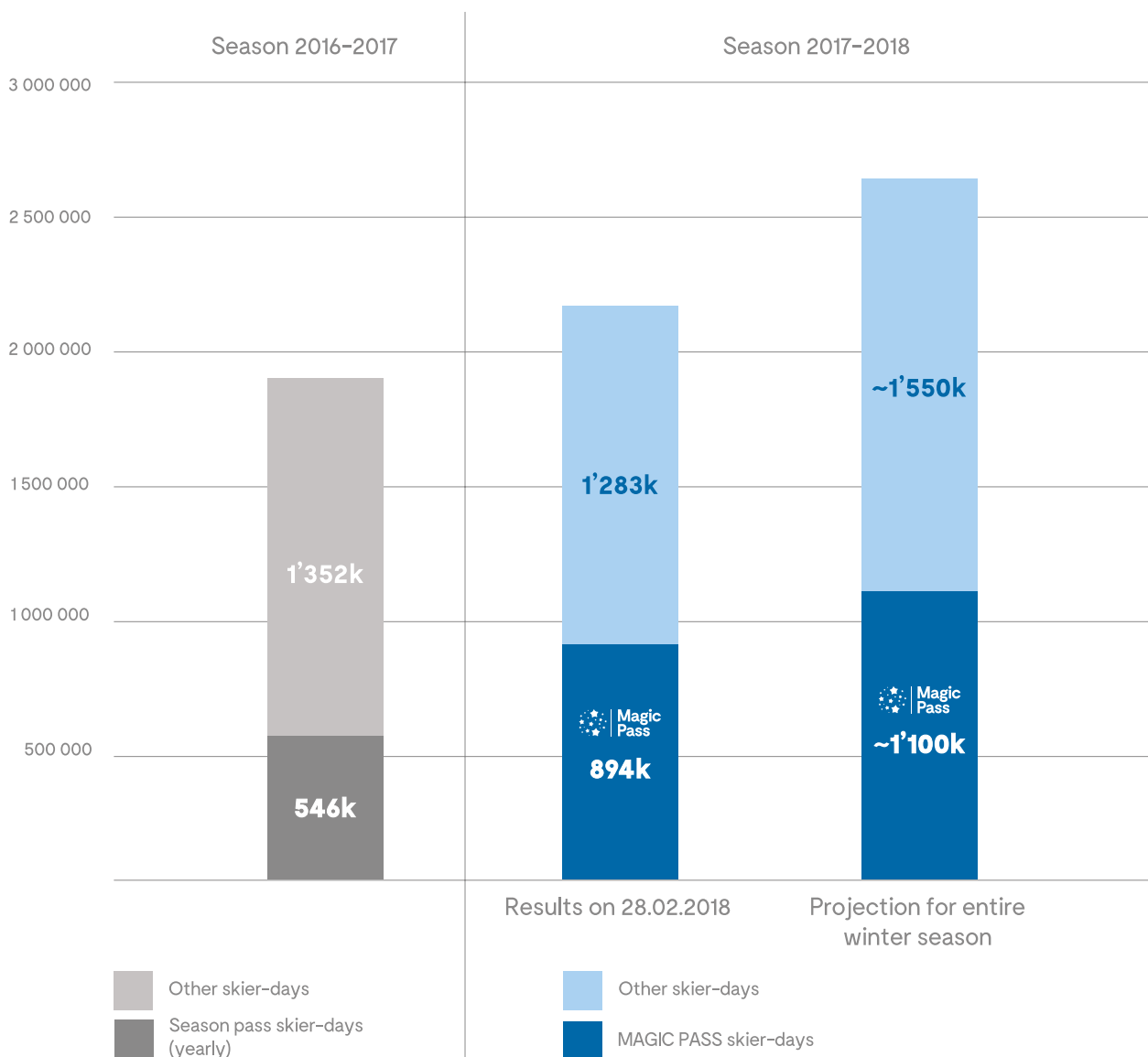
Anzère - Charmey - Châteaux-d'Oex - Crans-Montana - Crêt-du-Puy - Espace Dent Blanche (Evolène - La Forclaz - Arolla) - Glacier 3000 - Grimentz-Zinal - Jaun - La Berra - Les Bugnenets-Savagnières - Les Paccots - Les Marécottes - Leysin/Les Mosses/La Lécherette - Mayens de Conthey - Moléson - Nax - Ovronnaz - Rathvel - Riviera (Les Pléiades - Rochers-de-Naye) - Schwarzsee - St-Luc/Chandolin - Tramelan - Vallée de Joux (L'Abbaye - L'Orient - Le Brassus) - Vercorin - Villars-Gryon - Les Diablerets.

The current price is CHF 399.- (adults) et CHF 269.- (children). This offer ends on April 9th 2018. The prices will then gradually increase until the end of the offer.

On sale on internet: www.magicpass.ch * The list of summer resorts is available on our website.

KEY NUMBERS

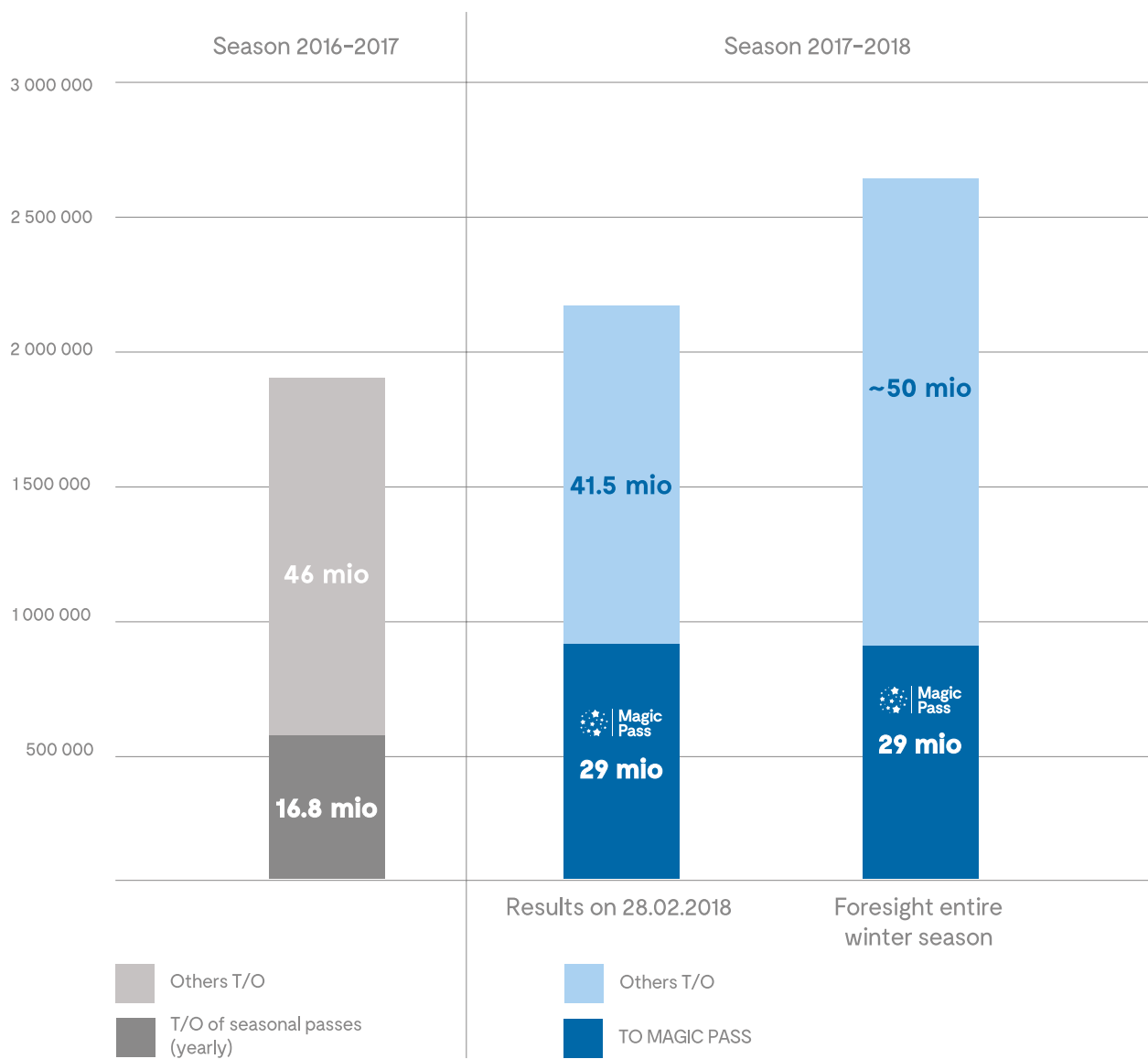
Evolution of visitor numbers (Skier-days)



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KEY NUMBERS

Evolution of turnover

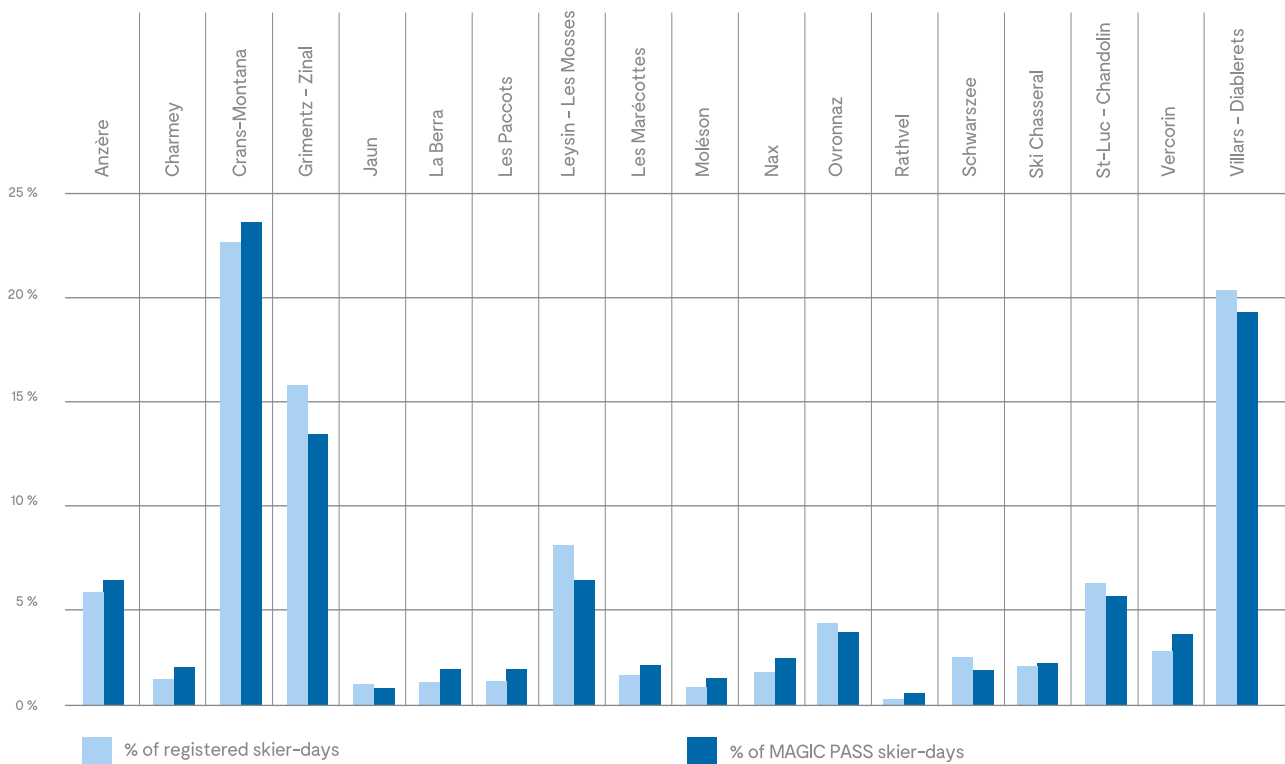


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KEY NUMBERS

Distribution in % of MAGIC PASS skier-days



With MAGIC PASS, the historical balance between the stations is respected.

Skier visits (or skier-days): One person visiting a ski area for all or any part of a day or night for the purpose of skiing, snowboarding, or other downhill sliding activity. Skier visits include full-day, half-day, night, complimentary, adult, child, season pass and any other type of ticket that gives a skier/snowboarder the use of an area's facilities.

Source definition: Laurent Vanat



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Presse release and pictures

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