



PRESS RELEASE

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MAGIC PASS CELEBRATES 10 YEARS OF INNOVATION: A NETWORK OF OVER 100 RESORTS AND INTEGRATED MOBILITY

Magic Pass is celebrating its first decade by reaching a new strategic milestone. Driven by a record-breaking ninth edition marked by a 63% increase in sales, the cooperative is strengthening its appeal without raising its prices. The major innovation lies in the direct integration of public transport within the subscription through the Magic Travel offer. With the addition of new destinations in Switzerland, France and Italy, the pass now provides access to over 100 resorts in winter and 53 in summer.

A RECORD-BREAKING YEAR

The 9th edition (2025/2026) will be remembered as a milestone season. With 321,400 pass sold, Magic Pass exceeded its initial growth target of +35%, achieving an exceptional 63% increase. This success brings turnover to over CHF 128 million. The geographical breakdown highlights strong expansion into new markets: while the canton of Vaud remains in the lead with 70,655 customers (+19% vs. N-1), the canton of Bern now follows very closely with 69,881 customers (+186% vs. N-1). Remarkable growth in Lucerne and Obwalden confirms the firm establishment of the pass in Central Switzerland.

Sébastien Travelletti, Director of Magic Pass, underlines the importance of this nationwide expansion: *“This 63% growth demonstrates the massive adoption of our product in German-speaking Switzerland. A concept born in French-speaking Switzerland is now attracting widespread interest across the entire country. The impact is tangible on the ground, as illustrated by the Bernese Oberland ski resorts, which are seeing unprecedented visitor numbers this season.”*

MAGIC TRAVEL AND THE INTEGRATED MOBILITY REVOLUTION

Renewing the tourism customer base inevitably involves younger generations, for whom easy access by public transport is a key criterion. Aware of this challenge, the cooperative has been working for five years on various mobility proposals. Although previous offers met with limited success, the current objective is to actively support the development of sustainable mobility at the very heart of the Magic Pass experience.

To celebrate its anniversary season, Magic Pass is taking a further step forward with a brand-new Magic Travel offer, in partnership with RailAway and the SwissPass Alliance. From 1 November 2026 and throughout the entire winter season, five public transport day trips linking the client's home to the Magic Pass destination of their choice (valid exclusively within Switzerland) will be included in the Magic Pass at no additional cost for all pass holders. This pilot project represents significant savings for each customer and provides a concrete alternative to the car in order to reduce congestion in Alpine valleys.

This sustainable mobility project benefits from the support of the cantons of Vaud and Valais, which together account for the majority of winter skier visits and consequently the bulk of road traffic linked to member resorts. Building on this foundation, Magic Pass has already initiated discussions with other cantons hosting partner resorts in order to extend this support across the entire network.

Pierre Besson, Chairman of the cooperative, highlights the strategic importance of this development: *“Mobility is a fundamental pillar of our vision. To meet climate and accessibility challenges, we must offer integrated solutions. This project could not have*



come to fruition without close and unprecedented collaboration between sector stakeholders and the cantons. By joining forces, we will be able to bring about a lasting transformation in travel habits to the mountains.”

GEOGRAPHICAL EXPANSION AND WINTER MOMENTUM

Magic Pass continues its strategic development towards the regions of Zurich, Solothurn, Geneva, Évian and Domodossola. For the 2026/2027 season, new destinations are joining the adventure: Klewenalp Stockhütte (NW), Sattel Hochstuckli (SZ), Hohe Winde (SO) and Valbirse (BE). Bernex, in the French Chablais region, strengthens the presence in France, which now counts ten partner resorts. Italy is also expanding with the addition of Domobianca, bringing the network to three Italian destinations in total, all located south of the Simplon.

SUMMER, THE DRIVER OF THE FOUR-SEASON TRANSITION

The year-round tourism model is now an undeniable reality. During summer 2025, 961,201 visits were recorded compared with 425,190 the previous year. Summer records now account for 20% of total annual visits. The proportion of customers using their pass in summer rose to 67% (compared with 57% in summer 2024), and Magic Pass holders now use their pass an average of 2.99 times during the summer period. Of the 215,814 summer clients, 94,067 are new clients, demonstrating the growing appeal of mountain experiences in summer.

BEMAGIC LOYALTY PROGRAMME ON THE RISE

The BeMagic by Magic Pass programme continues to grow impressively and now brings together 85,700 members, representing an increase of 57% compared with last year. Nearly one third of Magic Pass holders are now active on the platform. Over the past twelve months, CHF 200,000 has been paid out in cashback to members, illustrating participants' growing engagement with offers from local retailers and regional partners.

2026/2027 OBJECTIVE: CONSOLIDATION AND ENHANCEMENT OF THE OFFER

Following a phase of historic expansion, Magic Pass is focusing this new season on a strategy of consolidation. The objective for the 2026/2027 edition is to stabilise the number of clients with moderate growth of 3%. This phase will enable significant improvements to the customer experience and the overall offer, while maintaining prices in Swiss francs as a gesture of appreciation to the community for its loyalty.

Magic Pass 2026/2027 is on sale from 10 March at noon on magicpass.ch, at a price of CHF 419 / €455 for adults and CHF 282 / €306 for children. Prices are guaranteed until 7 April 2026 at midday.



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POOLS OPTION

To extend the experience with a moment of relaxation, the Pools option allows pass holders to unwind in 18 thermal baths and swimming pools. The launch price remains unchanged at CHF 259 / €281 for adults; from CHF 155 / €168 for children.

SPRING SKIING

New Magic Pass customers can, by purchasing the Spring Skiing option, enjoy Magic Pass resorts that remain open from 17 March to 30 April 2026. Purchase price: CHF 104 / €113 for adults and CHF 69 / €75 for children.



Magic Pass is a product and a brand of the cooperative company Magic Mountains Cooperation, based in Sion in the Swiss Alps. Founded in 2017, its aim is to promote access to the mountains and their leisure activities, both in winter and in summer. Magic Pass is a subscription open to all, offering free and unlimited access to all facilities in partner resorts: the lifts of more than 100 ski areas in winter, 53 of which are also open in summer. This unique offer includes access to over 2,000 km of pistes, 2 glaciers, more than 20 snowparks, over 200 mountain terraces, 2 revolving restaurants, more than 1,000 km of mountain bike trails, hiking paths, family-friendly destinations, thermal spas, breathtaking panoramas and so much more.