

Press release

3 April 2018

4 Vallées pre-sales launched for 2018-2019

Winter's not over yet! Even though the 2017-2018 winter season is still in full swing, the three ski lift companies in les 4 Vallées are launching pre-sales for the coming season.

The Mont4Card – focusing on young people

The 4 Vallées want to encourage children and young people to ski. With this in mind, an annual pass aimed at young people aged 7 to 24 has been launched on pre-sale for the 2017-2018 winter season and was available for the incredible price of just CHF 400 until the end of November. In view of the tremendous success this product has enjoyed with young people and families (58% increase in the number of pass holders aged 7 to 24), the offer is being extended and its price has been made even more attractive for children.

Until 30 September 2018, children aged 7 to 14 can buy this pass for an extremely competitive price of CHF 300, while the price will remain at CHF 400 for young people aged 15 to 24. Don't forget that children up to the age of six can ski for free. However, sales do not finish at the end of September. The Mont4Card will be on sale throughout the winter season but with the price increasing in two increments.

Attractively priced pre-sales and relaunch of the referral system

To provide skiers with the opportunity to buy their pass at a preferential price, 4 Vallées is now offering a 15% discount on all season/annual passes for adults and senior citizens (between 25 and 76 years of age) purchased before 30 September 2018.

The relaunch of the referral system for a season provides another way of obtaining passes at a reduced rate. This system under which holders of a season and/or annual pass for 2016-2017 or 2017-2018 can refer somebody new who did not hold a pass for 2016-2017 or 2017-2018 enables both the person making the referral as well as the person being referred to obtain an outstanding 40% discount on the price of their pass.

Renewing inter-resort cooperation

The 4 Vallées appreciate the added value that inter-resort exchange days provide for pass holders and is therefore renewing its cooperation with various other ski resorts. This applies in particular to the partnership established with Portes du Soleil and Aletsch Arena which allows every 4 Vallées annual pass holder to spend five days exploring these two partner resorts. 4 Vallées also has

longstanding partnerships with the Aosta Valley, “Compagnie du Mont-Blanc” and Vail Group resorts. Further cooperation opportunities are also currently being explored.

For further information:

www.4vallees.ch

Laurent Vaucher – CEO Téléverbier SA

Tel.: +41 27 775 25 51

François Fournier – Director NV Remontées mécaniques SA

Tel.: +41 27 289 52 00

Eric Crettaz – Managing Director - Télé-Thyon SA

Tel.: +41 27 282 57 11