

## **SKIERS CAN HAVE A LOT OF FUN NOW – 10,000 SKI PASSES TO TOP-MODERN RESORTS IN THREE COUNTRIES ARE AVAILABLE ONLY AT EUR 9**

***THE TATRAS/ŠPINDLERŮV MLÝN/SZCZYRK (14<sup>th</sup> November 2019) – This is going to be great fun for skiers! GOPASS offers online ski passes to the resorts of Jasná, Vysoké Tatry (Štrbské Pleso, Tatranská Lomnica), Szczyrk (PL) and Špindlerův Mlýn (CZE) from Thursday 14<sup>th</sup> November. In addition to the special offer which includes the first 10,000 ski passes at an unbelievable price of EUR 9/piece, there will be more passes available so that Gopass members can plan their trips and skiing holidays and save as much as possible.***

The online sale of ski passes has begun on [gopass.sk/.cz/.pl](http://gopass.sk/.cz/.pl) on Thursday 14<sup>th</sup> November. The special EUR 9 offer will be available while stocks last. Skiers and other mountain lovers can now buy ski passes for any day of the season at the lowest prices based on the motto: “The sooner you buy, the better is the price”. What’s more, they don’t need to worry about their purchase being too far in advance. “Every ski pass date can be changed at a EUR 1 fee even one day before the scheduled date of use. The remaining amount will be paid back to the Gopass owner in the form of credit that another ski pass with another date can be purchased for,” explained Juraj Chovaňák, the TMR marketing general manager. If any skier does not feel like going skiing, they can use the credit to buy other services.

In addition to special offer ski passes at EUR 9, which apply to all age groups, the advance sale includes also non-special offer ski passes with several price levels based on the age (adults, juniors, seniors, kids). Online ski passes will be sold at different prices to individual resorts:

Jasná - from €19 in general, from €25 at Christmas and from €34 at New Year’s Eve;  
Štrbské Pleso – from €15 in general, from €21 at Christmas and from €23 at New Year’s Eve;  
Tatranská Lomnica - from €18 in general, from €24 at Christmas and from €26 at New Year’s Eve;  
Špindlerův Mlýn – from CZK 290 in general, from CZK 290 at Christmas and from CZK 1,000 at New Year’s Eve;

Szczyrk – from PLN 82 in general, from PLN 96 at Christmas and from PLN 103 at New Year’s Eve.

The ski pass pricing system which is the same as the flight ticket pricing system was introduced by the Tatry mountain resorts, a.s. (TMR) company in the Slovak resorts last winter. This means that the prices of 1-day ski passes are determined by the “supply and demand” principle. Flight tickets or hotels booked sooner cost less and the same applies to our ski passes – if purchased in advance, the price is better. Dynamic online pricing was introduced in order to manage the number of sold ski passes and clients in resorts on individual days. Moreover, the dynamic pricing system will apply also to ski resort ticket offices and self-service Gopass Tickets machines from the new season.

“The most modern ski resorts in the Czech Republic and in Poland are following in the footsteps of Slovak TOP resorts not only as for the special offer ski passes at the beginning of the sale but also by introducing flexible pricing which will premiere this winter. This means that Jasná and the High Tatras will be joined by more ski resorts of the TMR portfolio this season– the Czech TOP resort of Špindlerův Mlýn and the biggest Polish resort of Szczyrk. As far as innovations in Szczyrk are concerned, self-service Gopass Tickets machines will be launched there to increase the comfort of online shopping in the resort,” informed Andrej Árendáš, the TMR CCO.

The ski season in Slovakia is expected to be opened in Jasná, the biggest and most modern resort on 30<sup>th</sup> November.

RESORTS IN NUMBERS:

### **Vysoké Tatry (the High Tatras)**

- **A mountain resort with over 24 km of ski pistes**
- **20 cableways and ski lifts**
- **Maximum transport capacity – more than 21,500 passengers/hour**
- **284 snow guns and lances making snow on 20 km of pistes**
- **The highest located point – 2,625 m a.s.l., the lowest located point – 805 m a.s.l.**

### **Jasná (the Low Tatras)**

- **A mountain resort with over 49 km ski pistes**
- **28 cableways and ski lifts**
- **Maximum transport capacity – 32,684 passengers/hour**
- **More than 34 km of pistes with man-made snow**
- **The highest located point – 2,004 m a.s.l., the lowest located point – 880 m a.s.l.**

## **Szczyrk Mountain Resort**

- **A mountain resort with over 22 km ski pistes**
- **12 cableways and ski lifts**
- **Transport capacity: 12 200 passengers/hour**
- **230 snow guns**
- **The highest located point: 1,211 m a.s.l.**
- **The lowest located point: 620 m a.s.l.**

## **Špindlerův Mlýn**

- **A mountain resort with over 26 km ski pistes**
- **18 cableways and ski lifts**
- **Transport capacity: 21,300 passengers/hour**
- **25 km pistes with man-made snow**
- **The highest located point: 1,235 m a.s.l.**
- **The lowest located point: 702 m a.s.l.**

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**Tatry mountain resorts, a.s. (TMR)** is the leader in tourism in Central and Eastern Europe; it owns or leases and operates attractive mountain resorts, amusement parks, golf resorts, restaurant facilities, sports services, stores and hotels. In the Low Tatras, Slovakia TMR owns and operates the resort Jasná Nízke Tatry and hotels Hotel Grand Jasná, Boutique Hotel Tri Studničky, Chalets Jasná De Luxe, Hotel Srdiečko, Hotel Pošta and Hotel Rotunda. TMR is also the owner of Aquapark Tatralandia, the largest Slovak aquapark with year-round operation, which besides water entertainment includes Tropical Paradise, a special tropical indoor hall with sea water, as well as Fun Park, and accommodation in bungalows and suites of Holiday Village Tatralandia. In Slovakia's High Tatras TMR owns and operates the resort Vysoké Tatry with mountain areas of Tatranská Lomnica, Starý Smokovec, and Štrbské Pleso, which TMR co-manages. In the High Tatras TMR also owns hotels Grandhotel Praha Tatranská Lomnica, Grandhotel Starý Smokovec, Hotel FIS Štrbské Pleso and A night on Mt. Lomnický štít. In Austria the Group owns and operates the alpine glacier resort, Mölltaler Gletscher, and its sister resort, Ankogel Mallnitz. In Czechia TMR also owns a minority share in Melida, a.s., which leases and operates the Špindlerův Mlýn resort. TMR also leases and operates the ski resort Ještěd, Golf & Ski Resort Ostravice and leases Kaskáda Golf Rezort Brno, where it runs a hotel, a restaurant and a conference center. In Poland TMR owns and operates Szczyrk Mountain Resort and Legendia - Silesian Amusement Park (Śląskie Wesołe Miasteczko). Real estate projects are mostly

focused on development, construction, and selling of apartments and non-residential premises and on hotel lease in the TMR resorts. By the end of 2018 around EUR 350 mil. had been invested into development and modernization of TMR's resorts. TMR shares are traded on three European stock exchanges – in Bratislava, Prague, and Warsaw.