

Loyalty is rewarded in the Tatras

HIGH AND LOW TATRAS (3rd June 2013) – Being a loyal Tatra visitor pays off. The new GOPASS loyalty programme is the proof as it brings piles of attractive benefits to permanent and loyal visitors to resorts in the High and Low Tatras. Clients get lower prices, collect points and enjoy special benefits in mountain resorts, hotels, gastro facilities, the aquapark or Tatry Motion shops in the High and Low Tatras.

Regular visitors to the Tatras who prefer high-quality services are rewarded with benefits and can enjoy more experiences at once. Only the GOPASS loyalty programme gives 1 point for every euro spent. The points on the card collected can be earned towards various benefits. Visitors can for instance get a return ticket for a cable car to Mt. Chopok “gratis” or prolong their stay in the Tatras. Card holders also get various privileges when showing the card at selected facilities.

“More than 12 thousand of clients joined the programme in the last winter season, which contributed to a turnover of 2 mil. EUR at Tatra facilities of the Tatry mountain resorts, a.s. (TMR) portfolio,” said Bohuš Hlavatý, Chairman of the Board of TMR.

Clients of the GOPASS programme can enjoy another special offer in the summer season. Travelling to resorts and using the card decrease ticket prices progressively. Each service used is subject to discount.

“We can see positive results after the first winter season already. We know our clients better, which helps us get closer to them and create a tailor-made offer of services. We would like to double the number of programme members in the near future and increase the level of satisfaction with provided services in this way,” added Bohuš Hlavatý.



The loyalty card can be purchased at TMR facilities or ordered via internet on the website: www.gopass.sk, which offers more information on the programme and current offers.

Tatry mountain resorts, a.s. is a top subject in the field of tourism in Central and Easter Europe, which itself or via subsidiaries owns and operates attractive ski resorts and hotels in the area of the Low and High Tatras. These include the resort Jasná Low Tatras and the following hotels: Wellness hotel Grand Jasná, Tri studničky and Chalets Záhradky De Luxe. In the High Tatras, TMR owns and operates resorts Tatranská Lomnica, Starý Smokovec and the following hotels: Grandhotel Praha Tatranská Lomnica, Grandhotel Starý Smokovec, Hotel Slovakia and hotel FIS Štrbské Pleso. TMR also co-operates the resort Štrbské Pleso and since the winter season 2012/2013 it has been leasing the mountain resort Špindlerův Mlýn in the Czech Republic in cooperation with SMMR, a.s.. TMR owns Tatralandia, the largest Slovak aquapark with all-year operation, which offers a lot of water and other entertainment in the Fun Park relax or in a special tropical hall with sea water. It also offers accommodation in bungalows and suites of the Holiday Village Tatralandia. TMR also owns and rents hotels Kosodrevina, Liptov and Ski&Fun Záhradky and Bungalows. More than 144 million Euros were invested by the end of 2012 in the already mentioned resorts, which helps increase the standard and visitor turnout in the Tatras. The TMR shares have been traded on three European stock exchanges – in Bratislava, Prague and Warsaw since 2012.