

# What is a Lift Pass



A lift pass is literally your ticket to the slopes, giving you access to all the chairlifts, gondolas and cable cars on the mountain. You can keep it in your jacket pocket, and it'll automatically scan as you go through the barrier to let you on the lift.

In some resorts, you'll have a choice between a local pass that covers the nearby slopes and an area pass for the wider ski area. Which one you need will depend on your ability level – if you're a beginner, stick to a local pass because it's cheaper, and you probably won't be skiing or snowboarding the whole area on your first trip. Or if you've got more experience, go for an area pass to explore further.

# What's the difference?

## Best suited for:

- Intermediate to advanced skiers and snowboarders
- Customers who want to explore different villages and varied terrain
- Those staying for longer holidays who might get bored with limited slopes

When discussing lift pass options with customers who have previous skiing experience or express interest in exploring widely, recommend area passes as an investment that maximises their mountain experience and provides the freedom to enjoy everything the region has to offer.

## Best suited for:

- First-time skiers and beginners who will stay on nearby slopes
- Customers on shorter breaks who won't venture far
- Budget-conscious travellers looking to save on ski extras

Recommend the local passes to customers who will primarily use beginner and intermediate slopes close to the resort. This cost-effective option provides all the access they need without paying for terrain they're unlikely to use.



Check out the local area  
in the green box and the  
Full area pass in the  
purple box.



**LOCAL LIFT PASS**

**AREA LIFT PASS**

