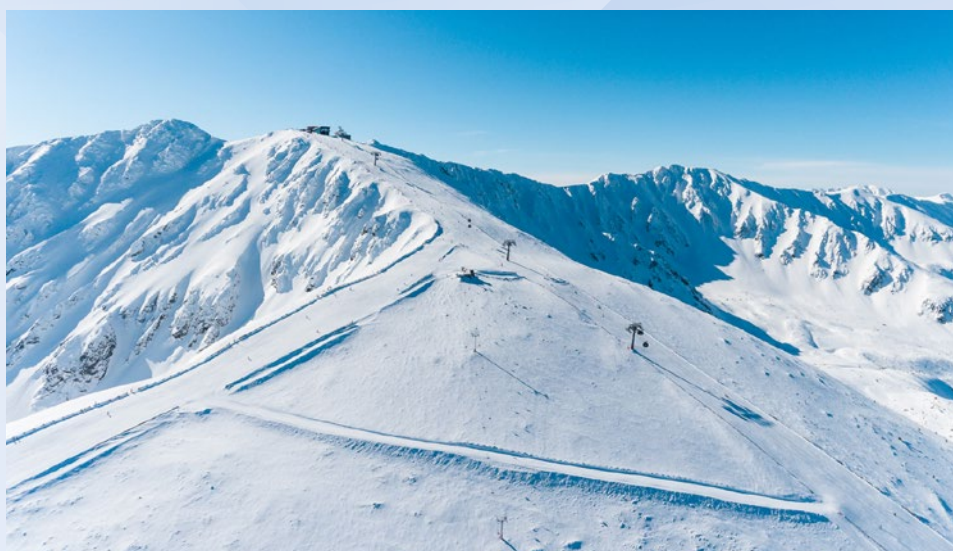


JASNÁ

- Jasná – a paradise for skiers, snowboarders, a comprehensive resort ideal for beginners as well as experienced skiers, freeriders, families with children,
- The widest skiing offer in Slovakia in a single resort, conveniently accessible by cable cars from both sides of Mt Chopok – south and north,
- 51 km of perfectly groomed pistes, 19 cable cars, chairlifts and ski lifts, 12 freeride zones,
- 43 km of pistes with snowmaking running to the top of Mt Chopok, top skiing guaranteed,
- Comfortable contactless ski pass system – GOPASS with an online shop, an APP and self-service ticket machines in resorts – GOPASS Tickets,
- Information centre, ticket offices and Gopass tickets integrated into Client centres at all entrance points of the Jasná resort,
- APRÈS SKI, world-class events, luxurious wellness centres, a music club.
- SKI-IN/SKI-OUT accommodation a stone's throw away from ski pistes.



The official ski season beginning combined with a day programme in the **Jasná** resort is planned for **Saturday 29th November 2025**. The ski resort of Jasná located on the pistes of Mt Chopok promises unforgettable skiing adventures in the 2025/2026 winter season. The largest Slovak ski arena with top-class winter sports conditions offers great fun, modern cable cars and a wide choice of events. **51** kilometres of perfectly groomed pistes with a modern snowmaking system guarantee skiing on both sides of Mt Chopok – south and north for at least 5 months per year. There are pistes of various difficulty levels – from easy, blue ones to difficult, black pistes. 19 cable cars, chairlifts and ski lifts with a transport capacity of over 32,000 passengers per hour, including the 24-person wind-resistant Funitel cable car and 15-person gondolas that link the northern and southern sides of the mountain symbolise maximum comfort while skiing. The queen of mountain restaurants – panoramic Rotunda welcomes clients with endless views from the second-highest peak of the Low Tatras, a sunlit terrace and hotel rooms at an altitude of 2,004 metres.

Jasná, the home resort of Olympic Champion Petra Vlhová, is going to welcome freeride lovers for the **JASNA ADRENALIN** event after a 1-year-long break. All fans of skiing in off-piste terrain love twelve wide freeride zones that are accessible comfortably by cable cars, which is possible only in a few resorts all around the world and makes Jasná truly unique. The offer includes a trendy, renewed **snow park** designated for beginners as well as experienced skiers, the popular **Fun Zone** with easy snow obstacles suitable for all age groups and morning **Fresh Track** on untouched ski pistes before the resort starts to operate officially. **Night skiing** fans can enjoy themselves to the fullest after dark as there are 4.3 kilometres of floodlit pistes, 2 chairlifts and 2 sledge tracks.

WINTER IN THE RESORT

The most important **cable car in the resort** – **Funitel** counts to state-of-the-art world-class technological facilities. The cabins are fixed on two ropes, which increases safety and allows operation in strong wind of **up to 120 kilometres/hour**. The journey to the summit begins at the Priehyba station (upper station of the 6-seater Záhradky – Priehyba chairlift) and ends on top of Mt Chopok after 6.5 minutes. The transport capacity is 2,480 passengers per hour, each of the 22 cabins surmounts a distance of more than 2,000 metres and an altitude difference of 655 metres. When compared to chairlifts, the transport speed has increased to 7 metres/second. Thanks to a EUR 17 million investment, resort visitors can now **travel with a new 15-person Doppelmayr cable car from Biela púť to Priehyba on the northern side of the mountain**.

There are two more **15-person cable cars** that link the resorts of Chopok North and Chopok South – **Krupová – Kosodrevina and Kosodrevina – Chopok South**. They are similar to the popular orange Grand Jet cable car in the area of Otupné (running on the route: Grand – Brhliská) on the northern side, but these cabins are bigger, meant for 15 passengers. The transport capacity is 2,800 people per hour, and the overall surmounted altitude difference is 920 metres.

AWARDED SKIING IN JASNÁ BELOW MT CHOPOK, OVER 50 KILOMETRES OF PISTES THAT GUARANTEE WORLD-CLASS ADVENTURES.

JASNÁ HAS BROUGHT SLOVAKIA BACK ON THE MAP OF ALL-STAR EUROPEAN SKI DESTINATIONS.



NEW IN WINTER 2025/26

- **New ski cross course** – an adrenaline-filled course with banked turns, terrain waves and jumps on slope no. 10 Chaletová
- **Evening skiing** – on the longest illuminated ski slope for night skiing in Central Europe, excluding the Alps (4.3 km of illuminated slopes – Chaletová, Biela Púť).
- **New children's area** – a brand-new zone for the youngest skiers with new kids' lifts in the Krupová area
- **Horalky Expres** – the Lúčky cable car now operating under a new name
- **Magical Forest Jasná** – The new themed project will transform part of the Brhliská area into a fairy-tale world filled with inflatable sculptures, light installations and video mapping
- **TOP events:** Winter Jasná Opening (28th–29th November 2025), GLEB (20th December 2025), New Year's Eve Party by Rádio Expres with EGO (31st December 2025), Gopass Festival (16th–17th January 2026), Olympic Festival (12th–15th February 2026), Pil C & Luca Brassi (13th February 2026), Horkýže Slíže (14th February 2026), Jasná Adrenalin, Krňáčky Chopok (21st February 2026), Mirai (21st February 2026), Kontrafakt (28th February 2026), Dara Rolins (7th March 2026), Sara Rikas (14th March 2026), Hero Season Trophy (28th March 2026)

NEW FROM THE WORLD OF GOPASS

GOPASS CASHBACK – a new loyalty programme replacing previous loyalty point collection from 1st November 2024. With the internal goX currency, clients can use cashback to purchase various products and services from Gopass programme partners. Each client will be put into a cashback level based on the total value of their Gopass purchases.

GOPASS SKI FLEXI SEASON PASS – ski as much as you like, whenever you like. For each skiing day, the lowest ski pass price of that day will be deducted from your season pass value. If the value isn't fully used up, the balance will be refunded as goX cashback. If the value is used up, you can ski free for the rest of the season, with all benefits included.

GOPASS SKI SEASON PASS WITH A 365.BANK ACCOUNT – the most affordable season pass (EUR 519 until 31st November 2025) available only to Slovak Republic citizens.

SKI PASSES AND WATER PARKS INCLUDED IN ACCOMMODATION PRICES – an ideal benefit for guests of the TMR Hotels chain. And now on the same day, not only a ski pass can be used in Jasná or the High Tatras but also a water park ticket in Bešeňová or Tatralandia – during the respective opening times.

SKIALP CHECK POINT – a new product for ski tourers, a ski touring trail including time-measuring from the area of Lúčky to the Habarka restaurant, then to the Von Roll restaurant and to Mt Chopok. In addition, ski touring fans will have a chance to follow their statistics via Gopass.

A professional racing arena located on piste no. 10 Vrbická (Grand – Brhliská) will be available for all skiing fans free of charge this season again. The Gopass arena is also free of charge. The Jasná resort plans to continue increasing the safety on ski pistes, marking ski touring corridors, educating ski tourers and managing ski patrols. The professional SNOWsat slope and fleet management system with snow depth measurement and satellite-guided positioning of snow groomers is going to be used actively as well. To inform clients in Jasná about everything they need to know, a central resort radio has been installed at selected cable cars. Ecology is a significant management element in Jasná as well – support of ecological shuttle busses, waste separation at cable car lower stations and in resort facilities, modern energy-saving technologies, a new cable car as an ecological supply alternative instead of snow groomers, tableware made of ecological materials such as paper or bamboo or porcelain instead of disposable plastic in gastronomy facilities on ski pistes.



FLEXIBLE SKI PASS PRICING

The pricing system in the 2025/2026 winter season in Jasná will be dynamic again. Inspired by the flight ticket selling system, it enables skiers to buy ski passes at better prices in advance when compared to prices at regular ticket offices at the last minute. The shopping process at www.gopass.travel will be “lively” and constantly changing, with rates calculated automatically by the programme. The main aim is to spread skiers equally around individual resorts during the whole season. This is why ski passes will cost more in the busiest periods, and less when there are not as many clients in resorts. The motto: “**The sooner you buy, the better the price**” is still the key and a chance for clients who can make plans in advance to be rewarded with better prices than those of regular 1-day ski passes.

COMPREHENSIVE OFFER OF SERVICES WITH THE TATRY MOTION BRAND

The TATRY MOTION sports brand stands for a chain of top-class ski services.

The **Tatry Motion Nízke Tatry ski school** offers quality ski and snowboard lessons for everybody in the Jasná resort – from beginners to experts, from 3-year-old kids to pensioners. The ski school services can be used in the localities of Lúčky, Biela Púť and Krupová on the southern side of Mt Chopok. In each locality, there is also a special MAXILAND arena with magic carpet lifts and modern teaching aids. Clients can choose the type of lesson that suits their level and skills best. The ski school offers private lessons (individual approach), ski courses for kindergartens, primary, secondary schools and universities, group lessons (daily group lessons for kids and adults, 4-day Winter Passion group lessons). Skiing and snowboarding are taught by certified instructors based on the latest methods developed by accredited educational institutions in Slovakia and abroad. The comprehensive Tatry Motion offer also includes a **ski equipment rental with a ski depot**, a left luggage office, rentals located next to cable car stations with everything which skiers, snowboarders but also freeride and freestyle skiers need, professional **ski and snowboard service** facilities.



GOOD FOOD ON THE PISTES, GASTRONOMY AT HIGH ALTITUDES – EXPERIENCES NOT ONLY FOR TASTE BUDS *

The gastronomy segment promises absolute gourmet pleasure during the day but also top-class night entertainment. There are various mountain restaurants with panoramic views, après ski bars with great music. The iconic **Rotunda** building on top of Mt Chopok at an altitude of 2,004 metres features a self-service restaurant, the Rotunda hotel with three Deluxe rooms, a sunlit terrace on the roof of the cable car station and a self-service bar on the ground floor. The facility with a unique design links the southern and northern sides of Mt Chopok. Clients staying at the Rotunda Hotel can feast their eyes on breathtaking Slovak panoramas once they get up in the morning. Lovers of good food at high altitudes can enjoy The Taste of Chopok experiential dinner on top of Mt Chopok in the Rotunda restaurant on 31st January, 14th and 28th February and 4th April 2026 and travel to a kingdom of snow by using modern cable cars.

The captivating **VON ROLL** restaurant located at an altitude of 1,670 metres guarantees a true gourmet ecstasy in a beautiful interior with preserved elements of the former chairlift station. Cosy moments can be combined with a wide choice of quality wine. On 21st January and 4th March 2026, guests can enjoy a truly unique evening – **Snow Groomer Dining**. A gourmet culinary experience is combined with original snow groomer transport up to the mountain restaurant, where a four-course menu and a welcome drink are served. The evening is topped off with an unforgettable winter atmosphere in a magical alpine setting.

The offer of our gastronomy facilities also includes the **Habarka** ski-in/ski-out restaurant, which serves modern folklore-style Slovak cuisine in an interior with traditional Slovak elements and a big sunlit terrace. It is located next to the upper Lúčky B8 chairlift station.

The attractive **Happy END** music club, located just a stone's throw away from the resort entrance – Biela Púť, serves as a ski-in/ski-out restaurant with a terrace during the day, and as an après ski and disco bar in the evening, which makes it popular mainly with young people.

ACCOMMODATION AT TMR HOTELS IN JASNÁ

The TMR company owns and operates 9 unique hotels in Jasná. The **Grand Jasná Hotel** located in the very centre of the year-round resort, overlooking Mt Chopok and surrounding forests, is tailored for quality family holidays with all resort services and activities literally on the doorstep. In addition, the Grand Jet cable car lower station just around the corner promises comfortable family trips to the beautiful Low Tatras. The **Chalets Jasná Collection** stands for private French-style accommodation where everybody can find what they need. The diverse offer in two localities – Otopné and Záhradky includes a special chalet service concept, fully-equipped suites and private wellness rooms. The boutique **Pošta Hotel** attracts with a unique avant-garde design and TOP services that exceed the typical 4-star level. Personalised service focused on individual needs and wishes guarantees carefree holidays for all demanding clients. Taste buds are spoiled with delicacies inspired by world gastronomy trends and the steak culture in the hotel restaurant.

The extra service level of the Pošta Hotel includes the following new products:

CONCIERGE – Your right-hand man while staying at our hotel, ready to answer all your questions.

BELLMAN – The person who takes care of your luggage, parks your car or solves anything you need.

TURNDOWN SERVICE – Making your room ready to sleep in and making up the bed in Superior rooms and suites in the evening.



When entering Demänovská dolina (valley), nobody can miss the adult-friendly **Tri Studničky Hotel**, which focuses on adult clients and relaxation without kids. Known as an oasis of peace and relaxation for years, it has been famous for a wellness centre with an original mountain beach and atypical cooling in the Demänovka brook, top gastronomy and harmony that makes the busy times stop for a while.

On the way to Jasná, there is the renewed **SKI Hotel** in the area of Záhradky. Its unique retro design emphasises the mountain atmosphere that it is embraced by. The hotel benefits from the fantastic location at the lower station of two chairlifts where five ski pistes end. The interior has been modernised to guarantee more comfort in the upcoming winter.

In the summer of 2023, the **Liptov Hotel** became a member of the TMR Hotels family. The location close to Vrbické pleso (tarn) with the picturesque scenery of Mt Chopok and the highest peaks of the Low Tatras is ideal for all lovers of winter activities as well as summer sports and hiking. The environment and offered services are literally tailored for adventurous souls. The hotel is ideal for enjoying active holidays but also for relaxing and recharging one's batteries in nature in Jasná. Thanks to its location, the **Ostredok Hotel** offers unique views of the Jasná and Chopok panorama. Alongside comfortably furnished rooms, you'll find professional service and high-quality gastronomy here. Relaxation and leisure enthusiasts will be delighted with the hotel's wellness centre.

On top of Mt Chopok at an altitude of 2,004 metres, there is the **Rotunda Hotel** with three Deluxe rooms overlooking magical sunsets. In winter, perfectly groomed pistes intensify the experience and the ski-in/ski-out location of the Rotunda building ensures that hotel guests can be among the first to ski in the morning. Food tastes somehow better high above the clouds, and that's what the designer restaurant on top of Mt Chopok proves every day.

On the southern side of Mt Chopok, the **Srdiečko Hotel** has been welcoming guests at their home far away from home already since 1958. Every real fan of nature and a peaceful atmosphere loves it. The hotel is located next to a chairlift station in the heart of the Low Tatras, which means one can travel almost from the hotel entrance to the very top of Mt Chopok. In addition to the great ski-in/ski-out location with ski pistes and tourist trails on the doorstep, hotel guests can enjoy renewed mountain-style rooms and suites or relax in an outdoor whirlpool overlooking the peaks of the Low Tatras. For more details about the TMR Hotels portfolio, please visit: www.tmrhotels.com.

PARKING AND SHUTTLE BUSESSES

Free ski buses will shuttle between the resort and the park-and-ride car park in Pavčina Lehota every 15 minutes at peak morning hours. Parking at the park-and-ride facility in Pavčina Lehota will be free. As for the resort, the biggest car park in Lúčky with the capacity of 320 parking spaces will be available – 70 spaces of them free of charge for season pass holders below the chairlift, 250 spaces at parking fees for all visitors. A new covered PREMIUM PARKING car park has been built in the area of Biela púť, just below the station building of the new cable car running to Priehyba. This car park offers the highest comfort of the attractive location in the very heart of Jasná and the vicinity of cable cars and other resort services. To enjoy absolute comfort, PREMIUM PARKING can be booked online via gopass.travel in advance. In addition, there is another chargeable car park below the Liptov hotel, free of charge for Gopass Ski Season Pass holders

GOPASS - AN ENTRANCE TICKET TO SKI PISTES AND A KEY TO WATER PARK GATES

GOPASS – a personified ski pass and a multipurpose loyalty card – serves literally as a ticket to the pistes for holidayers who ski in the Tatras. They can register comfortably and for free in the online shop at gopass.travel, buy their electronic ski passes and walk straight to turnstiles once they arrive at the ski resort. GOPASS saves time because you don't have to queue at ticket offices and can enjoy fresh morning corduroy instead. For more information, please visit gopass.travel.



RESORT UPDATES EVERY DAY

For more information about the resort and the latest offers, please use the Gopass app, call the helpline: +421 907 88 66 44, write an email to: info@jasna.sk or visit the resort webpage: www.jasna.sk.

Photo: Marek Hajkovský, Jakub Vojtek, Juraj Kríž

Tatry mountain resorts, a.s. (TMR) company 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, shops and hotels. In the Low Tatras, Slovakia TMR owns and operates the Jasná Nízke Tatry resort 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 the Tatralandia water park, the largest Slovak water park with year-round operation, which besides water entertainment includes a 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. The TMR portfolio also includes the thermal heart of the Liptov region – the Bešeňová water park with various attractions and a perfect wellness centre. Accommodation is offered at Hotel Galéria Thermal, Hotel Bešeňová and new Hotel Akvamarín. In the High Tatras in Slovakia, TMR owns and operates the Vysoké Tatry resort with mountain areas of Tatranská Lomnica, Starý Smokovec, and Štrbské Pleso. In the High Tatras, TMR also owns hotels: Grandhotel Praha Tatranská Lomnica, Grandhotel Starý Smokovec, Hotel FIS Štrbské Pleso, Hotel Solisko and A night on Mt Lomnický štít. In Austria, the Group owns and operates the Mölltaler Gletscher alpine glacier resort, its sister resort Ankogel Mallnitz and the Innsbruck Muttereralp resort. 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 Ještěd ski resort, Golf & Ski Resort Ostravice and leases Kaskáda Golf Rezort Brno, where it runs a hotel, a restaurant and a conference centre. In Poland, TMR owns and operates the Szczyrk Mountain Resort and Legendia – Silesian Amusement Park (Śląskie Wesołe Miasteczko). Real estate projects are mostly focused on the development, construction, and selling of apartments and non-residential premises and on hotel lease in the TMR resorts. TMR shares are traded on three European stock exchanges – in Bratislava, Prague, and Warsaw.