

Society & Culture

Leisure

With its initiatives to promote health and better leisure opportunities, Migros is working towards a better quality of life for all. It operates more than 360 leisure facilities and health centres, and sponsors numerous events.

Fitness, Leisure & Health

Migros further enhanced its position as the **market leader for fitness, leisure & health** in 2017: It opened 29 new sites (fitness facilities and Medbase health centres) and took over 177 INJOY fitness studios. "Migros Fitness" was introduced in the interests of simpler and more standardised communication in the fitness sector, and the Intercity Card was renamed the Migros FitnessCard.

Migros is the clear leader in the Swiss fitness market, with a market share of about 25%.

Migros is also the leading provider of public golf courses with a total of 204 holes throughout Switzerland. 18'477 independent golfers hold the Migros ASG GolfCard.

On Monte Generoso, the "Fiore di Pietra" (stone flower) building designed by Ticino architect Mario Botta was opened officially in 2017. The striking building offers a 360-degree panoramic view. It also features a gourmet and self-service restaurant and state-of-the-art conference infrastructure.

Four parks offer the public a pleasant environment in which to relax. Park im Grüene (Rüschlikon), Park im Grünen (Münchenstein), Parc Pré Vert (Signal de Bougy) and Gurten-Park im Grünen (Bern).

Sponsorship

In 2017, Migros was able to reach a **broad section of the population** with its sponsorship activities. In addition to its support of wrestling festivals, music festivals, fun runs and family events, Migros was the presenting partner of the Street Parade Zurich for the first time with the cult brand M-Budget. At the SportXX series of races, participants were rewarded with generous Migros prizes.