

## Society & Culture

# Leisure

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

## Fitness, Leisure & Health

Migros strengthened its **leading position** in the fitness and wellness sector in 2018 with nine new locations. It now operates more than 130 fitness facilities. With "Migros Fitness", it has also made a commitment to Swiss elite sport since the reporting year and is now an Official Partner of Swiss Olympic.

**Migros is the clear leader of the Swiss fitness market.**

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With a total of 204 holes, Migros is also Switzerland's leading provider of public golf courses. 19'062 independent golfers hold the Migros ASG GolfCard. In 2018, a Famigros Family Day took place for the first time at all six golf parks, attracting 896 participants.

Four **public parks** provide a pleasant place to relax: Park im Grüene (Rüschlikon), Park im Grünen (Münchenstein), Parc Pré Vert (Signal de Bougy) and Gurten-Park im Grünen (Berne). Monte Generoso is an attractive excursion destination, with a conference infrastructure and restaurants, including Mario Botta's "Fiore di Pietra" restaurant, which opened in 2017.

## Sponsorship

In 2018, Migros reached a broad section of the population with its sponsorship activities. These included events for families and children, as well as wrestling festivals, music festivals and fun runs. Migros also launched the world's first interactive musical "Supermarket Ladies". It is touring through nine Swiss towns with "Das Zelt" until June 2019.