

Society & Culture

Leisure and sport

Migros promotes the health of the Swiss population and encourages active pastimes. It operates more than 150 leisure facilities and also sponsors numerous events.

Fitness, golf & public sport

With more than 138 fitness and wellness facilities (2019: 134), Migros continues to be the **leading provider in the Swiss fitness market**. The subsidiary ACTIV FITNESS took over the MFIT gyms in 2020 and is the biggest fitness chain in Switzerland, with 86 locations. Migros Fitness committed to being an Official Partner of Swiss Olympic for a further four years.

Migros is the leader of the Swiss fitness and golf market.

With a total of 210 holes (2019: 210), Migros is also **Switzerland's leading provider of public golf courses**. In the reporting year, Migros Golfparks targeted non-golfers for the first time with the launch of FunGolf. Despite numerous restrictions due to Covid-19, the number of Migros GolfCard members grew by 3% to 19'943. Migros also invested in professional golf by hosting an international tournament for the Ladies European Tour.

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 catering, including Mario Botta's "Fiore di Pietra" restaurant.

Sponsorship

Migros' sponsorship activities in 2020 were heavily impacted by the coronavirus pandemic. Most events from spring onwards had to be cancelled or could only be held in a reduced form. Nevertheless, **Migros continued to be involved as a sponsoring partner** and supported various events that were adapted to the circumstances, such as the Distancing Festival. It also launched the virtual running projects OneMillionRun and RUN N'WIN.