Ticketcorner Ski becomes Ticketcorner.Peak

Ticketcorner Ski is changing to Ticketcorner.Peak. With this transformation, Ticketcorner is responding to the changes in mountain railway tourism: the traditional winter business has evolved into a year-round market. What started out in 2008 as the first platform in the Alps for online sales of ski tickets has now become a comprehensive sales and marketing solution for mountain railway offers throughout the year.

Wallisellen, 22 October 2026 – Ticketcorner revolutionised digital sales of ski tickets in 2008 as the first provider in the Alpine region. Since then, the needs of mountain railways and guests have changed. Whilst winter business used to be the main focus, summer offers and year-round experiences are now just as popular and are becoming increasingly important.

With its new name, Ticketcorner.Peak, Ticketcorner is highlighting this development. The platform supports mountain railways, destinations and sales partners in selling and marketing their offers throughout the year. What's more, the platform makes it easy for mountain enthusiasts to organise their outdoor adventures all year round.

The name Peak refers to mountains, summits and the absolute pinnacle. At the same time, it symbolises our commitment to working with our partners to further harness the potential of digital sales and to reach and support guests throughout their entire customer journey.

The familiar range of services will remain in place for guests and partners. Tickets can still be conveniently purchased online prior to arrival. There’s no need to queue at the till. Existing Ticketcorner apps, Skicards and digital sales channels can be used as usual. Existing interfaces, processes and contact people will remain unchanged for mountain railways and sales partners.

ticketcorner.ch/peak

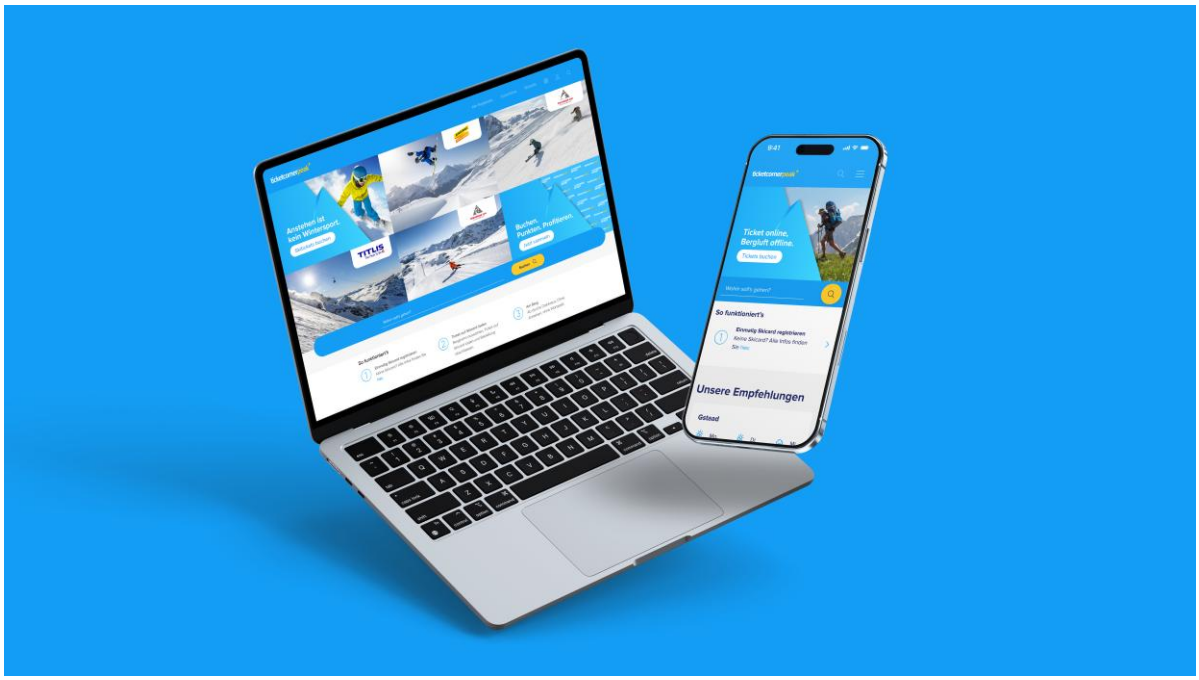


Image: Ticketcorner

About Ticketcorner
Ticketcorner offers individual ticketing solutions for events in the areas of entertainment, culture, and sports – including a comprehensive range of services for mountain railways. Tickets can be purchased via the website, the app, the customer service centre, and ticket outlets throughout Switzerland. Ticketcorner operates its own media platforms such as the online magazine «event.», digital channels and social media with curated content. Ticketcorner AG is a wholly owned subsidiary of Ticketcorner Holding AG, which is in turn owned in equal parts by CTS EVENTIM AG & Co. KGaA and Ringier AG. CTS EVENTIM AG & Co. KGaA, which is listed on the MDAX, is active in the ticketing sector in 25 countries. Ringier is a multinational Swiss media company with brands across print, TV, radio, and digital channels.

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