



PRESS RELEASE OF THE 06 DECEMBER 2024

## ALL IS READY FOR THE FIRST BIG SKI WEEKEND IN THE DOLOMITES!

(Dolomites) Right on time for the first Italian holiday weekend in December, the ski season has officially started also in the central valleys of the Dolomites, completing the kick-off of Dolomiti Superski's 50th winter season following the initial openings last Saturday, 30th November. By Saturday, 7th December, the offering will be fully operational, with over 200 lifts open and roughly half of the 1,200 km of slopes available. The Sellaronda circuit has already been open in both directions since 5th December, thanks in part to snowfall earlier in the week on Wednesday.

### [The 50th winter season of Dolomiti Superski](#)

The 2024-25 season, marking 50 years of Dolomiti Superski, is now underway across all 12 ski areas of the Dolomites. By Saturday, 7th December, just in time for the Feast of the Immaculate Conception, numerous lifts and slopes will be open to the public. "We got off to a great start in the valleys that opened on 30th November, with 40,000 first entries and nearly half a million lift runs registered in the first two days of the season. Now, thanks to the recent snowfall, the Dolomites are looking their very best, and we are ready to offer an impressive experience for our 50th season," said Andy Varallo, President of Dolomiti Superski. The Sellaronda, one of the most famous ski circuits in the world, has been open since 5th December in both directions. Meanwhile, the other major Dolomites ski tour, the Great War Tour, will traditionally open after Christmas. The persistently cold temperatures currently dominating the mountain climate have enabled optimal technical snow production, ensuring a punctual start to this jubilee season. Wednesday's snowfall completed the picture, blanketing the surrounding landscape in its winter attire. A promising season lies ahead, supported by positive feedback from the hospitality sector, which reports strong booking levels.

The high season periods have been set from 22nd December 2024 to 6th January 2025 and from 2nd February to 22nd March 2025. On all other days, the regular season pricing applies. The special offers at the start and end of the season have also been confirmed: Dolomiti Super Première from 30th November to 21st December 2024, and Dolomiti Springdays from 16th to 22nd March 2025 (Version L), as well as from 23rd March 2025 until the end of the season (Version S).

### [Price-Info](#)

6-Days Dolomiti Superski adults:

- High season: 423 € (402 € after Online-Discount of 5%)
- Season: 381 € (362 € after Online-Discount of 5%)

3-Days Dolomiti Superski adults:

- High season: 241 € (229 € after Online-Discount of 5%)
- Season: 216 € (205 € after Online-Discount of 5%)

Saison Pass Dolomiti Superski:

- Adults: 945 € in pre-sale (until 24 December 2024)
- Juniors <18: 630 € in pre-sale (until 24 December 2024)
- Kids <8: 305 € in pre-sale (until 24 December 2024)

### [Legal provisions](#)

In Italy, wearing a helmet is mandatory for anyone under the age of majority (18 years). However, it is considered good practice, and industry professionals strongly recommend that everyone wear a helmet for their own safety and protection. Additionally, anyone participating in winter sports during their leisure time must have liability insurance covering third-party damages. This requirement applies especially to skiers, snowboarders, and sled users. Generally, family liability insurance policies provide this coverage (we recommend checking with your insurance provider). Alternatively, you can purchase specific day-to-day coverage for skiing via the Dolomiti Superski partner site, [24hassistance.com](https://www.24hassistance.com). Finally, skiing under the influence of alcohol or other intoxicating substances is strictly prohibited. Police forces conduct checks on the slopes to ensure compliance.

### [It starts with the special offer 4=3](#)

This year the winter season also begins with the “Dolomiti Superpremière” campaign, in which the magical formula 4=3 once again plays the leading role. Anyone who has at least 4 days of holiday in the snow from November 30th If you book by December 21, 2024, you will receive a free day of ski pass and accommodation, as well as special rates for the ski school and equipment rental. A start to the season full of advantages this year too.

### [Neu: der Juniorrabatt wird auf alle Minderjährigen ausgedehnt](#)

To celebrate the 50th anniversary, Dolomiti Superski could have offered a promotion emphasizing the number 50, but it would probably have been short-lived and tied exclusively to the anniversary. Instead, a completely different decision was made, one that is future-oriented and long-term. From the 2024-25 winter season, the “Junior” discount of 30% on day and multi-day ski passes will be extended to all minors under the age of 18 - previously this only applied to minors under the age of 16. “We wanted to make this long-term decision in order to involve the new generations even more, to get them excited about skiing at an early age and to retain our future customers,” explains Andy Varallo, President of Dolomiti Superski. Other interesting offers for young people relating to ski passes and more are also offered by the valley associations. All of this should help make skiing even more attractive for new generations.

### [Investments in new infrastructure](#)

As every year, the 130 cableway companies associated in Dolomiti Superski have invested considerable resources in order to be able to guarantee their users a service of the highest quality at all times. As a result, numerous obsolete lifts have been replaced by modern facilities with higher standards of comfort and safety, while snowmaking facilities have been upgraded and modernized in numerous resorts so that they can guarantee skiability and high-quality slopes throughout the season, while optimizing the use of resources. In total, more than 100 million euros have been invested for the 2024-25 winter season. Below is the list of lifts replaced by new models:

DOVE	PROGETTO	DATI
<b>PLAN DE CORONES</b>		
Olang	8-seater chairlift “PLATEAU” with wind protector (Doppelmayr) replaces the old 6-seater chairlift	Capacity: 3600 p/h Length: 1.155,89 m. VertGain= 249,40 m.
<b>ALTA BADIA</b>		
Corvara	6-seater chair lift „BRAIA FRAIDA“ (Leitner) replaces the old 4-seater chairlift	Capacity: 2800 p/h Length: 1.184,85 m. VertGain= 123,50 m.
<b>VAL GARDENA – ALPE DI SIUSI</b>		

Val Gardena - Ortisei	Skilift "PALMER" has been replaced by a new lift of the same type	Capacity: 700 p/h Length: 224,65 m. VertGain= 46,05 m.
<b>VAL DI FASSA – CAREZZA</b>		
Carezza	Skilift "GOLF 1" has been replaced by a new lift of the same type	Leitner Capacity: 900 p/h Length: 675 m VertGain= 91 m
<b>ARABBA – MARMOLADA</b>		
Passo Padon	6-seater chair lift "PIANI DI ORNELLA-PASSO PADON" replaces the old 2-seater chairlift	Capacity: 2.198 p/h Length: 730,80 m. VertGain= 249,80 m.
<b>3 CIME</b>		
Monte Elmo	6-seater chair lift "PORZEN" with wind protection (Leitner) replaces the old ski lift	Capacity: 2.400 p/h Length: 1.250,00 m. VertGain= 312,50 m.
<b>VAL DI FIEMME - OBereggen</b>		
Passo Oclini - Jochgrimm	Skilift "CORNO NERO II" has been replaced by a new lift of the same type	Capacity: 720 p/h Length: 620 m VertGain= 104 m
<b>SAN MARTINO DI CASTROZZA - ROLLE</b>		
Ces	10-seater cabin lift "VALCIGOLERA" (Leitner) replaces the old 2-seater chairlift	Capacity: 1.500 p/h Length: 1.202,20 m. VertGain= 464,80 m.
<b>RIO PUSTERIA - BRESSANONE</b>		
Jochtal	6-seater chair lift "STEINERMANDL" with wind protection (Leitner) replaces the old 4-seater chairlift	Capacity: 2.400 p/h Length: 696,20 m. VertGain= 299,50 m.

**Legenda:** Province of Bolzano      Province of Trento      Province of Belluno

### [My Dolomiti Card – Buy and Reuse](#)

Dolomiti Superski would like to increasingly promote its My Dolomiti Card, the reusable ski pass chip. Almost all types of ski passes can be conveniently topped up from home. During the last winter season 2023/24, as many My Dolomiti Cards as possible were issued in order to increase their distribution among customers. In fact, all pick-up boxes and ticket self-service machines at most valley stations in the main facilities only issue reloadable cards. Dolomiti Superski places great emphasis on communication, keeping the chip and reusing it over time. "BUY and REUSE" is the motto of this program, the aim of which is to completely eliminate single-use plastic cards for day and multi-day ski passes. "The more our customers consider the possibility of reloading their My Dolomiti Card, the more plastic we can save. It's about 10 tons of plastic per season

that we could avoid in the future,” explains Marco Pappalardo, marketing manager at Dolomiti Superski. In order to encourage reuse in the coming seasons, including summer, the online discount will be reduced to 3% (instead of the usual one of 5%) for those who have not kept or lost their My Dolomiti Card from last year and request a new one. An administration fee will be charged for reissues at the checkout. It is therefore worth keeping the My Dolomiti Card carefully and using it for as long as possible. It is worth remembering that the purchase of ski passes through the Dolomiti Superski/Dolomiti Supersummer online shop is automatically provided with a 5% discount at least 2 days before the start of validity.

### [New: the Smart Pass to be tested in San Martino di Castrozza](#)

New technologies have always played an important role in the history of Dolomiti Superski, and the 50th winter season is no exception. During the 2024/25 winter season it will be possible to test the new “Smart Pass” at regional ski pass level in San Martino di Castrozza and at the Rolle Pass. What is it about? Anyone who buys a ski pass from the cable car consortium of the well-known Trentino ski destination online can choose the “Smart Pass” function. By installing the Axess “Ski Wallet” app on your smartphone, the QR code that was generated when purchasing the ski pass online can be scanned and assigned to your cell phone. “Thanks to the new Bluetooth Low Energy (BLE) technology, our readers can recognize users' ski passes at the turnstiles and allow them access to the facilities. The user doesn't have to do anything special except keep the smartphone in their pocket – preferably on the left side of the body,” explains Gianni Rasom, Technical Director of Dolomiti Superski. The new BLE technology minimizes the smartphone's energy consumption so that it is not drained by the active app. Of course, every user must ensure that they drive with a sufficiently charged device. At the end of the season, the experiment will be analysed and evaluated, with the aim of applying the new technology in the near future to all ski passes in each valley, as well as to the entire Dolomiti Superski area.

### [New: Year Pass of Dolomiti Superski](#)

Starting this year, the ski pass or lift pass will also be available as an annual ticket. Anyone who purchases a Dolomiti Superski season pass for the 2024/25 winter season can purchase the Dolomiti Supersummer 2025 season pass with a 10% discount. However, this offer does not apply the other way around.

### [Dolomiti Superski in Zahlen](#)

Total surface area of Dolomiti Superski:	3,000 km <sup>2</sup>
Ski areas:	12
List of ski areas:	Cortina d'Ampezzo; Kronplatz; Alta Badia; Val Gardena/Alpe di Siusi; Val di Fassa/Carezza; Arabba/Marmolada; 3 Peaks Dolomites; Val di Fiemme/Obereggen; San Martino di Castrozza/Rolle Pass; Gitschberg Jochtal - Brixen; Alpe Lusia/San Pellegrino; Civetta

Ski pass points of sale:	75
Lifts:	450
Max. transport capacity:	670,000 persons/hour
Total length of prepared ski runs:	1,200 km / 745 miles
Ski runs:	890
Categories of slopes:	Blue: 40% easy Red: 46% intermediate Black: 14% difficult
Snowparks, Family Fun Lines, Cross Lines:	58
Snowmaking machines:	6,500
Water basins for snowmaking:	200
Total power of snowmaking system:	120 MW
Grooming machines:	350

## HISTORIC MOMENTS IN 50 YEARS OF DOLOMITI SUPERSKI

### [How it all began](#)

It was November 14, 1974 when the six representatives of the already existing cableway consortia of the areas of Cortina d'Ampezzo, Plan de Corones, Alta Badia, Val Gardena-Alpe di Siusi, Val di Fassa-Carezza and Arabba affixed their signatures at the bottom of the official deed that sanctioned the birth of the then "Superski Dolomiti Association" in front of a notary in Brunico (BZ). Thus began a story of entrepreneurial success, an Italian excellence taken as an example throughout the world in the cableway and tourism sphere, which half a century later, continues to play an important role in the civil society of the provinces of Trento, Bolzano and Belluno and to represent an indispensable point of reference for the development not only of tourism in these territories.

### [The first steps](#)

It all began with an idea of Erich Kostner, a pioneer ropeway operator from Corvara in Alta Badia, soon shared with his colleagues from neighboring valleys and finding fertile ground. Fiorenzo Perathoner, president of Dolomiti Superski from 2000 to 2008, remembers it this way, "Mr. Erich Kostner called me on the phone and suggested we meet to discuss his idea. We met a few days later at the Hotel Posta in Corvara. Present at the meeting were Erich Kostner, Eng. Ugo Illing, Erich Kastlunger, Gottfried Declara, Paolo Fosco, Dr. Franz Perathoner, and of course me. Mr. Kostner informed us that it was time to find a solution for ski lift users around the Sella massif in the Dolomites, who were forced to pick up their wallets at every lift to pay for their tickets. He outlined his idea, which was to come to an agreement to create a single ticket that

would provide access to the lifts in the four valleys around the Sella Group. The meeting was successful, and even the meeting participants who did not have directly connected lifts were in favor. Thus began the story of an ambitious project. realize the ambitious project.” It started with six Dolomite valleys, eventually reaching its present size in 2000 with the entry of Marmolada. Superski Dolomiti's first president was Gianni Marzola, a Milanese entrepreneur transplanted to Val Gardena, who led the consortium for an impressive 26 years, assisted from 1979 onward by Franz Perathoner, its first general manager, who remained in office until 2012. For more in-depth historical background, see the attached text.

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