



PRESS RELEASE

 **DOLOMITI
SUPERSUMMER**

24 May, 2024

SUPERSUMMER FOR BIKERS AND HIKERS BEGINS

Step by step, but decisively, the color green is taking over, from the bottom up, the majestic landscapes of the Dolomites. Dolomiti Supersummer, the summer version of Dolomiti Superski, has begun with the first openings of dedicated lifts and facilities for the warmer seasons in the UNESCO World Heritage Dolomites. Lift service began on May 9 with currently 15 facilities in operation at various locations. As it grows, the offer will reach a total of 140 lifts located throughout the Dolomites in July, August through mid-September. In a reduced form, the Supersummer will continue with individual lifts until Nov. 10. **"People need time for themselves, to recharge the batteries of body and spirit, freeing themselves for some time from the stress of everyday life. The mountains in general, and the Dolomites specifically, have all the requirements to be able to guarantee unforgettable moments for everyone, immersed in one of the most beautiful landscapes in the world. And we, as Dolomiti Supersummer, give our best to be supportive of this most beautiful time of the year"**, so Andy Varallo, President of Dolomiti Superski, at the official launch of the 2024 summer season. Details of seasonality and open lifts can be found in the table below and on the website <https://www.dolomitisuperski.com/it/SuperSummer/Impianti-aperti>

REGION	SEASON START SUMMER	SEASON END SUMMER
CORTINA D'AMPEZZO	25 May 2024	20 October 2024
PLAN DE CORONES	18 May 2024	10 November 2024
ALTA BADIA	15 June 2024	06 October 2024
VAL GARDENA-ALPE DI SIUSI	11 May 2024	03 November 2024
VAL DI FASSA-CAREZZA	17 May 2024	03 November 2024
ARABBA/MARMOLADA	15 June 2024	22 September 2024
3 CIME	30 May 2024	03 November 2024
VAL DI Fiemme-Obereggen	15 June 2024	06 October 2024
SAN MARTINO DI CASTROZZA/PASSO ROLLE	01 June 2024	06 October 2024
RIO PUSTERIA-BRESSANONE	09 May 2024	02 November 2024
ALPE LUSIA/SAN PELLEGRINO	15 June 2024	22 September 2024
CIVETTA	15 June 2024	15 September 2024

A lift pass for everyone

Dolomiti Supersummer provides a wide choice of lift passes, which perfectly match the different needs of those who want to explore the Dolomites while also using the lifts. Here, therefore, are solutions for those who travel on foot, by mountain bike, with family or with groups of friends. The choice includes daily, timed and seasonal non-transferable lift passes as well as transferable value lift passes. All types of lift passes can also be purchased from the comfort of home at the Dolomiti Supersummer Online-Shop. To be in tune with the nature that surrounds us, those who ski in winter in the Dolomites and already have a **rechargeable My Dolomiti Card** as a magnetic lift pass holder can have their summer lift passes loaded onto it as well, thus helping to reduce plastic for disposable lift passes. Details below and on the website <https://www.dolomitisuperski.com/it/SuperSummer/Acquista-tessera>

Supersummer Card

Daily lift pass

adult	€ 62,00
junior*	€ 43,00

Lift pass 3 out of 4 days at choice

adult	€ 135,00
junior*	€ 95,00

Lift pass 5 out of 7 days at choice

adult	€ 175,00
junior*	€ 123,00



Season lift pass Supersummer – non trasferable

Adult	€ 400,00
junior (*born after 01 Jan 2008)	€ 280,00
kids (born after 01 Jan 2016)	€ 200,00

Valid from 09 May to 10 Nov 2024

Points Value Card – trasferable

1.000 units € 100,00

Valid from 09 May to 10 Nov 2024 (excluded Val Gardena, where these cards are neither sold nor accepted)

Two galaxies all in one - for a world of fun

Dolomiti Supersummer's summer offer is aimed at two well-defined types of customers, namely those who want to experience the Dolomites by moving around on foot and those who love mountain biking. For hikers on foot, there is the Dolomiti Hike Galaxy, which brings together in the two-foot icon on a green background



everything from hiking, via ferrata, climbing, trekking and simple walking, using the lifts to overcome major differences in altitude. In addition, summer lifts are becoming increasingly popular as sustainable means of transportation because they have no direct CO₂ emissions, suitable for replacing private motorized vehicles to reach popular high-altitude locations such as Dolomite passes, mountain huts and peaks. The

advantages are obvious: lower costs, no traffic jams on the roads, the safety and freedom to enjoy the mountains without the stress of traffic. And last but not least, being a "clean" means of transportation, the user, leaving the car in the valley contributes to the preservation of the environment. The entire "walking" offer can be found on the dedicated website www.dolomiti hikegalaxy.com.

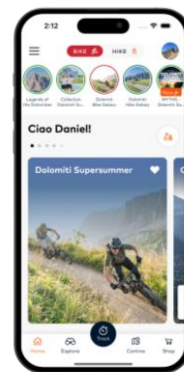
The Dolomiti Bike Galaxy on the other hand, the one with the icon representing a bike chain segment on a red background, is the summary of the offer for mountain bikers. It includes, among other things, bike parks, trails, MTB schools, rentals, bike washing and repair points, and many other points of interest for this increasingly important type of user for mountain tourism in the summer. At www.dolomiti bikegalaxy.com there is, among other things, a spectacular interactive 3D map, which contains all the official trails filterable according to different parameters, such as difficulty, length and elevation gain to be covered, as well as all the points of interest for mountain bikers. This year it is joined by a small paper pocket-sized bike guide, the "Dolomiti Bike Galaxy GUIDE," which provides an overview of all bike destinations in the Dolomites, offering an identikit of



them from a biker's perspective, nourished with details regarding what is on offer for enthusiasts. In short, the Dolomiti Bike Galaxy to hold in your hand and discover with just a few glances. The brochure is available free of charge at tourist offices, ski lifts, MTB schools and bike rentals, as well as in the lobbies/counters of many accommodations. The entire bike offer can be enjoyed with the Supersummer Card, the timed lift pass that allows you to have fun on all bike-equipped lifts in the Dolomites.

The new APP "My Dolomiti Summer"

The new **My Dolomiti Summer APP**, which can be downloaded for free from the well-known platforms, has been completely revamped, making it completely independent from the winter APP, to give the 2024 summer season that extra touch. The APP contains first-hand information on the status of the summer lifts, tour suggestions for both walking (hikes, via ferrata, etc.) and mountain biking (trails with features and directions to the closest trails and lifts to where you are), and of course webcams - direct windows into the Dolomites. In addition, service functions such as online purchase of lift passes, points of sale, performance check, and information about the **"Dolomiti Supersummer rewards your passion"** program with prize draw at the end of the summer season are integrated. Those who have already registered a profile in the Dolomiti Superski Winter App can also use the same profile on the summer version, without having to open a new one.



Dolomiti Supersummer rewards the most active

This year, the **"Dolomiti Supersummer rewards your passion"** project, which is based on the winter version with merit levels to be achieved through the performance of predefined activities, with the support of the **My Dolomiti Summer APP**, will be dedicated exclusively to bikers. Launching the APP for the first time, they are asked to choose for themselves the identity of biker or that of hiker, depending on their basic preferences. As a result, bikers will have the opportunity to unlock a number of badges to reach, between 01/06 and 10/11/2024, one of the merit levels with at least 5, 9 or 12 badges unlocked. The lucky draws will be awarded rich prizes, including bike safety products from our new partner **SHRED**. To participate, all you need to do is register for free in the My Dolomiti community (in case you don't already have one), associate your summer lift pass (those who already have a winter profile only need to associate their summer lift pass) and flag the consent to participate in the "Rewarding" program. Further details are available at <https://www.dolomitisuperski.com/it/SuperSummer/Landing-page-Summer/Rewarding-Summer>

For those who choose the **"hiker"** profile on the APP instead, we have organized **"Legendary challenges"**. From the list of **"high-altitude attractions"** and **"hidden places"**, you just need to visit at least three of them to enter the end-of-season draw, with Dolomiti Supersummer value Lift passes worth 100 Euros as a prize. Once you reach the

place, just click the **"I'm here"** button on the APP and the system will recognize that the user has reached one of the predetermined places. Thus, in addition to the thrill of discovery, there is also the thrill of being able to win something. Happy super-summer to everyone!

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