



**PRESS RELEASE OF THE 18<sup>TH</sup> SEPTEMBER 2024**

## **DOLOMITI SUPERSKI – THE 50<sup>TH</sup> WINTER SEASON IS APPROACHING**

(Roncadizza-Ortisei) **Exactly 80 days are left until the official start of the 50th Dolomiti Superski winter season. In fact, on Saturday, November 30, the lifts in the ski areas of Cortina d'Ampezzo, Plan de Corones, 3 Cime Dolomites, Val di Fiemme-Obereggen, Alpe Lusia-San Pellegrino and Civetta will be turned on while the central valleys, including the Sellaronda ski tour, are scheduled to open on December 5, 2024. By December 7, all 12 ski areas in the Dolomites will be operational, depending on weather and snow conditions.**

### **Seasonal times of the ski areas 2024-25**

It is time for early anticipation ahead of the jubilee season for the 50th anniversary of the founding of Dolomiti Superski in 1974. While all the cable car consortia united in Dolomiti Superski are organizing their celebrations, preparations for the upcoming winter season are in full swing. It will traditionally begin on the last Saturday in November, or 11/30/2024, with first openings in six ski areas. As every year, depending on weather and snow conditions, individual lifts may start the season a few days earlier. Below is the complete overview of seasonality in the 12 Dolomiti Superski ski areas for the 2024-25 season:

<b>SKIING AREA</b>	<b>SEASONAL TIMES 2024-25</b>
CORTINA D'AMPEZZO	11/30/2024-05/01/2025
PLAN DE CORONES	11/30/2024-04/21/2025
ALTA BADIA	12/05/2024 -04/06/2025
VAL GARDENA-ALPE DI SIUSI	12/05/2024 -04/06/2025
VAL DI FASSA-CAREZZA	12/05/2024 -04/06/2025
ARABBA-MARMOLADA	12/05/2024 -04/06/2025
3 CIME DOLOMITES	11/30/2024-04/21/2025
VAL DI FIEMME-OBereggen	11/30/2024-04/21/2025
SAN MARTINO DI CASTROZZA-PASSO ROLLE	12/07/2024 -03/30/2025
RIO PUSTERIA – BRESSANONE	12/05/2024 -04/20/2025
ALPE LUSIA-SAN PELLEGRINO	11/30/2024- 04/06/2025
CIVETTA	11/30/2024 – 03/30/2025

The high season has been defined as from 12/22/2024 to 01/06/2025 and from 02/02 to 03/22/2025. On the remaining days the season price applies. Early and late season promotions are also confirmed, with Dolomiti Super Première from 11/30-12/21/2024 and Dolomiti Springdays from 03/16-22/2025 (L version) and from 03/23/2025 at the end of the season for the S version.

**Dolomiti Superski Family is back also in 2024-25**

Also returning for the 50th anniversary is the highly popular Superski Family solution, the family group pass, which allows skiing for a predefined number of days throughout the season, usable flexibly according to one's needs, within the registered family group. This solution will be on presale during the presale period in November 2024 for only 38 € per ski day, exactly the same as last year.

**Ski pass discount news for Juniors**

To celebrate its 50th birthday, Dolomiti Superski could have come up with an action recalling the number 50, which, however, would most likely have been ephemeral, linked to the anniversary and that's all. Instead, a completely different choice was made, forward-looking and lasting in character. Beginning with the 2024-25 winter season, the “Junior” discount of 30 percent off the price of day and multi-day ski passes is extended to everyone under the age of 18 - until now it was reserved for those under the age of 16. “We wanted to make this lasting choice in order to involve the younger generation even more, to enthuse them about skiing from a young age and to build loyalty among our clientele of the future,” explains Andy Varallo, president of Dolomiti Superski. Other interesting proposals for young people concerning seasonal ski passes and beyond are also being offered by the valley consortiums. All to characterize and make skiing more and more attractive to the younger generation.

**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 95 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

# 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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