

DOLOMITI SUPERSKI

News for the 2009/2010 season



Start the countdown! The winter season is about to start. From **28th November 2009**, Dolomiti Superski will be waiting for you on the Dolomites, a UNESCO Natural World Heritage!

There is plenty of news this year, from the nomination of the Dolomites as a UNESCO Natural World Heritage site, to the new and interesting Freestyle Day for kids, the season opening events, the renewed ski lifts, and the many exciting special offers for the start of the season and for families.

1. THE DOLOMITE ARE A UNESCO WORLD NATURAL HERITAGE SITE

During the 33rd Annual Meeting in **Seville**, Spain, on **26th June 2009**, **UNESCO** included the Dolomites in the list of World Natural Heritage sites, which groups together the most beautiful places in the world. A few years ago, the five provinces of Bolzano, Trento, Belluno, Udine and Pordenone, which the Dolomites territory falls within, all agreed to put forward the Dolomites for this prestigious international recognition. For the singular beauty of these mountains, the IUCN international commission of experts carefully assessed the features and proposed the recognition of the Dolomites as a Natural World Heritage site to UNESCO. At the end of June the UNESCO General Assembly ratified the proposal.

In fact the Dolomiti Superski ski district lies in the heart of the Dolomites, making it possible to ski in what are officially considered the most beautiful mountains in the world. Internationally renowned

slopes including the Saslong, the Olimpia delle Tofane and the Gran Risa, or spectacular panoramic views from the peak of the Lagazuoi (2,800 m), Sass Pordoi (2,950 m), Marmolada (3,342 m) and Forcella Staunies sul Cristallo (2,930 m), all reached by the ski lifts, offer breathtaking views from the Dolomite peaks over the winter landscape. The same goes for other less famous slopes in the 12 ski districts of the Dolomites. Thanks to Dolomiti Superski, you can ski from one valley to another, enjoying the most beautiful views of the Dolomite mountains from the slopes, almost reaching out to touch the brightly coloured rocks with your hand. Strong, unique emotions, enhanced by a personal close-up encounter with these rocky giants and a thought which seems almost a dream: **“I am skiing in the heart of the UNESCO World Natural Heritage”**.

Famous people from the past and present in the artistic, literary, skiing and architecture fields have recognised and described the unique environment of these mountains; we may cite as an example the great German poet **Johann Wolfgang von Goethe**, who in 1786 wrote of the “Limestone Alps with unusual colours and beautiful shapes, unique and jagged”. **Reinhold Messner**, the “King of the eight thousand”, who conquered all the highest mountains in the world, declared: “The Dolomites may not be the highest mountains in the world, but they are certainly the most beautiful,” and the famous contemporary Franco-Swiss architect **Le Corbusier** called them “the most beautiful natural architectural construction in the world”. Appointing them a Natural World Heritage, UNESCO has officially confirmed what many have thought and said for years: **The Dolomites are the most beautiful mountains in the world.**

2. “DROP IN” DOLOMITI SUPER FREESTYLE DAY

Active days for Freestyle lovers together with professionals

The new craze among the young is called Freestyle, which sees the number of fans grow every year. For teenagers, jumping, grabbing and doing other aerial performances has now become a cult. For this reason, Dolomiti Superski has widened its range for the coming 2009/2010 winter season, presenting the **“DROP IN” Freestyle Day**. In freestyler-speak, “Drop in” means the first approach to this fun speciality. “Drop in” is also the warning a freestyler shouts before launching himself onto an obstacle course in a snowpark. Everyone is warned he is setting off, and acts accordingly, to reduce risks. Teaching the Freestyle techniques and safety rules, respecting nature, this is the aim of the Freestyle Day. In cooperation with 22 ski and snowboard schools in the Dolomiti Superski district, fun days are to be had for the **12 to 18s**, who wish to try an exciting new experience on skis or board, maybe even upside down.

From **mid-January** 2010 we'll be off: twice a week it will be Freestyle Day in the **20 Dolomiti Superski Snowparks**, every Wednesday for those on a week's holiday and every Saturday for the weekenders. So anyone looking for halfpipes, stairs, walls or rails can have fun, whether on twin tip skis or snowboard. Specialist Freestyle instructors will reveal the tricks of this new trade to groups of up to 10 kids per instructor, to guarantee the best learning methods. From 10 am to 4 pm, the day will be action-packed, making best use of the state-of-the-art snowparks. A day's course costs **45.00 Euro** per person – or, including Freestyle equipment hire, twin tip skis and snowboard from the event partner Salomon Sports, **69.00 Euro**. Find out more on the info guide printed in cooperation with the

freestyle magazine "Snowmap", on www.dolomitisuperski.com/freestyleday, or at the ski and snowboard schools participating in the programme or Tourist Associations in the Dolomiti Superski district.

3. DOLOMITI SUPERSKI is a friend of the family

Free Ski pass for children up to 8 years old and discounts for kids up to 16.

This special offer is running for the whole winter season, when the multi-day Dolomiti Superski ski pass (from 2 to 28 days) is free for **children up to 8** (born after 28/11/2001), when purchasing an adult ski pass of the same type and duration.

And discounts are also available for older kids on one day or multi-day ski passes (from 2 to 28 days), so **kids between 8 and 16** have a reduction of 30 %.

NEWS FOR 2009/2010: Large family? Save with DOLOMITI SUPERSKI

Further reductions on the multi-day ski pass (2-28 days) are available for families with more than two minors, if their ski passes are purchased at the same time as those for the parents. Proof of family status required. More details available at the cash desk.

Discounts on family seasonal ski passes

For young families with children, Dolomiti Superski offers a range of savings to allow you to have fun together on the slopes. By purchasing a **seasonal ski pass** for a child up to 8 years old (€ 205.00) or for an older child up to 16 (€ 485.00), the parents save 145.00 € on their own seasonal ski pass (€ 485.00 pre-sale instead of € 630.00). And there are even greater advantages, if you purchase 4 Dolomiti Superski seasonal ski passes (2 for the parents and 2 for children up to 16). In this case, the **seasonal ski pass for any other children is free.**

4. RENEWED SKI LIFTS AND EVEN SAFER SLOPES

More comfort and safety on the ski lifts, better slopes and connections

The ski lifts have always been constantly looked after in the Dolomiti Superski district, and great attention has always been paid to the slopes. First of all, we do not build new ski areas, but we **modernise and improve the existing structures.** This has the primary aim of increasing the safety and comfort of the ski lifts and adapting the slopes to the demands of skiers and snowboarders, as well as improving the connections between ski districts.

So during the 2009 summer investments were made in the safety and comfort of the ski lifts, as was the case of the new "**Bullaccia**" Telemix at Alpe di Siusi, where safety conditions were also improved for children. And the "**Marchner**" cableway at Plan de Corones, now fitted with comfortable heated leather seats, is a worldwide innovation. Dolomiti Superski is fully committed to satisfying the demands and expectations of skiers.

NEW AND RENEWED SKI LIFTS AND SLOPES FOR 2009/2010

Plan de Corones

- The 10 seater "**Marchner**" cableway (3,000 P/h) at Plan de Corones is the first of its kind in the world: the cabins are fitted with elegant heated leather chairs. The ski lift path has also been renewed, in contrast to the previous structure it has an uphill station close to the downhill station of the Belvedere cableway. The existing automatic hook-on chairlift will be dismantled.
- The 8-seater "**Cianross**" cableway at San Vigilio di Marebbe, damaged in an avalanche in spring 2007, will return to work at the start of the 2009/2010 season. So guests will now be able to use the "Corn" and "Cianross" slopes, equipped for night skiing, as well as for the bob slope.

Alta Badia

- The 6-seater "**Ciampai**" chairlift with automatic hook-on (2,200 P/h) will replace the previous 2-seater lift.

Val Gardena/Siusi Alps

- The "**Ciampinoi**" cableway (2,400 P/h) in the centre of Selva Gardena, will be fitted with 12 seater cars, maintaining the hourly capacity of 2,400 P/h.
- In place of the current "**Bullaccia**" single seater chairlift (Siusi Alps) a **Telemix** lift will be installed, the third of its kind in Italy. Along this stretch comfortable cars alternate with multi-seater chairlifts, to satisfy both the safety needs of families with children and the comfort of skiers who don't want to remove their skis on the way up. The new stretch will be 300m longer than the previous one. The underground top station will almost totally eliminate any environmental impact.
- In the centre of Santa Cristina in Val Gardena the "**Plan da Tieja**" ski lift will be replaced by a new one of the same kind. The size and capacity remain the same, although the technology is state-of-the-art.

Val di Fiemme/Obereggen

- Ski Center Latemar presents the new slope "Torre di Pisa", a technical run, which is an alternative to the existing slope "5 Nazioni" in the area of Passo Feudo/Predazzo. The run is 1,550 m long, marks a vertical drop of 460 m and is up to 59 % steep. The new run „Torre di Pisa“ is served by the automatic 4-seater „Gardonè/Passo Feudo“ chairlift.

5. A FUN-PACK START TO THE SEASON

The Dolomiti Superski ski districts are also renowned for their traditions and fun events organised mainly at the start of the season, introducing skiers to the world of fun on the snow and the festive Christmas atmosphere. And the choice could not be wider:

On **1st December**, in **Santa Cristina in Val Gardena** the romantic **Christmas market** begins, with its wide range of small gifts and other items on sale at the many stalls, following the sweet aroma of warm apple juice, cinnamon and vin brulé.

From **3rd to 6th December**, on the snow at **Civetta**, the greatest cyclists of the past and the present will battle it out on skis, in a giant slalom which is part of the **Cycling Ski Challenge** 2009.

From **4th to 8th December**, in **Castelrotto**, as part of the traditional **Christmas market**, local housewives will be revealing the secrets of delicious Dolomite cooking.

On **6th December**, **Corvara** invites its guests, residents and all the ski instructors to the town square to a big open-air party, where you can make friends and listen to music with a glass of delicious vin brulé. And with a bit of luck you might win one of two ski courses, which will be drawn from among those present.

From **8th to 31st December**, Cortina d'Ampezzo's main street Corso Italia will be an exclusive tyrolean style Christmas Market.

From **5th to 7th December**, at Sesto Pusteria and Dobbiaco it is the time of the **Krampus**, little devil creatures which accompany Saint Nicholas, the traditional Tyrolean religious figure that brings gifts to children. His little demons will however pick a bone only with those who have not been good.

From **18th to 20th December**, in the **Civetta** area the great "**Ski Civetta**" snow party will be held.

6. DOLOMITI SUPER Special Offers for 2009/2010 winter

And for this winter season too, Dolomiti Superski offers a wide range of interesting special offers, designed for ski and snowboard lovers, as well as for families with children, who want to spend a dream holiday without spending a fortune:

DolomitiSuperskiPremière: Special offer "First snow 2009"

One free day for 4 days or more. A free day (hotel and ski pass) for an unforgettable early season from 28th November to 23rd December 2009.

Dolomiti Classics The skiing World Cup, live

Live the great classics of the ski World Cup in Val Gardena, Alta Badia, Cortina and Val di Fiemme, thanks to these great packages including accommodation, ski pass and entry to the main events of the international ski contest season.

DolomitiSuperKids: Special offer: "Ski Special for Kids 2010"

Free holidays for children up to 8 years old and half price for kids up to 12. From 20th March to 11/18 April 2010.

Dolomiti Superski: Special offer: "Ski in the 2010 Spring Sun"

The best days of the winter, with loads of sunshine and one free day when booking 7. From 20th March to 11/18 April 2010.

More detailed information on special offers can be found in point 5 of the summary: DOLOMITI SUPERSKI make your dreams come true.

7. "TAKE CARE HAVE FUN", THE SAFETY CAMPAIGN FOR THE SKI SLOPES

Respect the 12 FISJ behaviour rules to ski safely

Following its great success of past seasons, Dolomiti Superski has decided once again to repeat the "TAKE CARE HAVE FUN" campaign to raise awareness of skiers and snowboarders towards care on the ski slopes. Once again brother and sister **Manuela and Manfred M6lgg** from San Vigilio di Marebbe, World Cup champions, are the testimonials of this initiative. The Italian national ski team underlines the importance of complying with the 12 FISJ regulations, which, when respected, contributed to reducing the risk of accidents on the slopes.

For this reason, the posters on display at the ski lifts and on brochures available at the ski pass offices, attention is brought to the central message of this initiative: "**Respect the 12 FISJ rules and fun is guaranteed!**".

8. SNOW GUARANTEED TO ALMOST 100 %

Fun is guaranteed

Also in past seasons, the Dolomiti Superski area, with its 1,200 km of slopes, has **assured skiing** even during periods of low natural snowfall. The programmed snowmaking has been further increased, covering almost 100% of the slopes to guarantee almost total skiability. Add to this the fact that 90% of the slopes are at an altitude of between 1,500 and 3,269 metres on the Marmolada glacier, in a high Alpine environment with top-class snowfall conditions. The slopes are maintained **daily**, with great attention paid using more than **300 snowcats**, which work tirelessly throughout the night to restore the slopes and guarantee **perfect skiing** from early morning onwards.

9. DOLOMITI SUPER ONLINE

The Dolomiti Superski website www.DolomitiSuperski.com has now become a **reference point** for all ski and snowboard lovers in this district in the heart of the UNESCO World Natural Heritage. With really handy webcams, you can find out about weather conditions, news, interesting facts and find out special offers, and users can organise and **book their winter holiday on line!** Internauts can choose the best accommodation to suit their needs, hotels, guest houses and self-catering residences, and can also purchase ski passes, find out about insurance, ski schools, equipment hire easily from their own home! The website is user friendly, thanks to the excellent organisation of its contents and an intuitive interface which guides the user through the different sections. And what's more, it is constantly updated and always full of news and special initiatives!

Dolomiti Superski makes possible something which was once considered unthinkable! Those who like to keep their own ski performance under control or who are simply curious to find out how many ski lifts they have used or how far they have travelled, can do so by clicking on the daily-ski-times-check. Just type in the numeric code shown on the front of your ski pass and discover your own performance, for the day and the whole season. In addition to the information (altitude covered, slope distance

covered), there is also a map showing the ski lifts used, to remind you of the emotions you experienced during the day on the slopes.

Among the most successful initiatives of last season was the **e-ski pass**, the ski pass which lets you go from the **Internet directly onto the slopes**. To purchase, you need to have your own **“my dolomiti skicard”** chip card and a credit card. The **“my dolomiti skicard”** chip card can be booked free of charge on the website and collected at the ski pass office.

How it works: You purchase a ski pass for one or more days on the website www.DolomitiSuperski.com and pay by credit card. The first time you go to a ski lift, the system automatically transfers the purchased ski pass onto the chip card, allowing you access to the ski lift. To make sure that the purchase is transferred in time, you must have purchased the ski pass on the Internet by midnight on the previous day. The procedure can be repeated as much as you like, as the **“my dolomiti skicard”** can be topped up with other fun days on the snow.

But that’s not all! Through the website, you can get updated information at any time even on your mobile phone! Just connect your phone to the website www.DolomitiSuperski.mobi to consult the webcams in the area, to see for yourselves the skiing conditions in the skiing zones in real time, and you can also find useful phone numbers for booking accommodation, ski courses, or even a good lunch in a refuge.

And what’s more, if you are holidaying alone, or simply want to make your ski holiday even more fun, you can meet other skiers and snowboarders in [Dolomiti Superski Dating](#), again on your mobile phone, and make a date and arrange to meet and ski together.

And if you are curious to find out how far you have skied, how many lifts you have used or the altitude you have covered, simply consult your skiing performance every day on your mobile phone!

10. SPORT EVENTS THROUGHOUT THE WINTER SEASON 2009-2010

FIS SKI WORLD CUP EVENTS

18.12.2009	Super G Men – Val Gardena
19.12.2009	Ski Downhill Men – Val Gardena
20.12.2009	Giant Slalom Men - Alta Badia
21.12.2009	Slalom Men - Alta Badia
22.01.2010	Ski Downhill Women - Cortina d’Ampezzo
23.01.2010	Super-G Women – Cortina d’Ampezzo
24.01.2010	Slalom Women – Cortina d’Ampezzo

FIS WORLD CUP SKICROSS

20-21.12.2010	FIS World Cup Skicross – Baranci, San Candido
----------------------	---

FIS EUROPEAN-CUP ALPINE SKIING

11.12.2009	Giant Slalom Men – Plan de Corones, San Vigilio di Marebbe
-------------------	--

11.12.2009	Giant Slalom Women – Alleghe
12.12.2009	Slalom Women – Alleghe
16.12.2009	Slalom Men - Obereggen
18.12.2009	Nightlalom Men - Pozza di Fassa

FIS EUROPEAN CUP SNOWBOARDCROSS

15th-17th.01.2010 **European Cup Snowboardcross – Cortina d’Ampezzo**

NORDIC SKIING AND BIATHLON

12-13.12.2009	Europa Cup Cross Country Skiing – Alta Badia
06-07.01.2010	Tour de Ski - Dobbiaco
09-10.01.2010	Tour de Ski – Val di Fiemme - Lago di Tesero
09-10.01.2010	Worldcup Nordic Combined - Lago di Tesero
09-10.01.2010	Pustertaler Skimarathon – Alta Pusteria
31.01.2010	Marcialonga Fiemme - Fassa - Moena
06.02.2010	3rd Dobbiaco – Cortina Classic 30 Km
07.02.2010	33rd Cross Country Skiing Marathon Dobbiaco - Cortina Skating 42 Km
20-21.02.2010	Gsiesertal Lauf – Val Casies
19-24.01.2010	Biathlon-Worldcup - Anterselva

CELEBRATIONS AND EVENTS

27.11.2009	Night Ski Opening Obereggen with Skitest
03-06.12.2009	Cycling Ski Challenge – Giant Slalom for famous cyclists
18-20.12.2009	Snowfestival in the ski area Civetta
31.12.2009	New Year’s celebrations in many villages in the Dolomites
9-17.01.2010	Dolomiti Balloon Festival – International Ballonmeeting in Dobbiaco
February 2010	21 st Cortina Winter Polo – Lake Misurina
Carneval 2010	Carneval celebrations in many villages in the DOLOMITI SUPERSKI district
Carneval 2010	17.01.-16.02. Carnevale Ladino in Val di Fassa
06-21.03.2010	Ski Jazz 2010 in Val di Fiemme
28.02.-07.03.2010	Scufoneda 2010 in Moena (Trevalli)
	International Telemark and Freeride week
14-21.03.2010	„Gaudi-Week” with music and gastronomy in Sesto
27.03.2010	2nd King of Iron – Night Freestyle Contest in Obereggen

SKI & SPORTS EVENTS

19- 21.03.2010	Fila Sprint - Plose (Eisacktal)
05.03.2010	Sellaronda Skimarathon - Canazei
10th-14th.03.2010	Cortina Snow Kite Contest – Passo Giau
20.03.2010	Helmissimo – the longes Giant Slalom in Alta Pusteria

28.03.2010
3rd-11th.04.2010

Südtirol Gardenissima - Val Gardena
Curling Men World Championships – Cortina d'Ampezzo

Ski Challenge Dolomiti Stars

27.03.2010

Ski Civetta Val di Zoldo, Nightrace

Press Office Dolomiti Superski

Dr. Diego Clara

Tel.: +39 0471 795398

Fax +39 0471 794282

Mob.: +39 366 6861403

Skype: diego.superski

Diego.Clara@DolomitiSuperski.com

www.DolomitiSuperski.com/press

Via Cir, 8

I-39048 SELVA GARDENA (BZ)

www.DolomitiSuperski.com