



The winter season 2019-20

A WORLD OF WELLNES AND RELAX

Since June 2009 the Dolomites, home to the Dolomiti Superski carousel, are part of **UNESCO, World Heritage** designated sites. The status is thanks to the spectacular landscape and the beautiful mountains which every year attract and amaze young and old alike. The **12 ski areas** spread across Alto Adige, Trentino and Veneto are truly ideal winter holiday locations – the **1,200 km of slopes**, the mild climate, and the typical traditional hospitality of mountain folk are amongst the reasons why.

Guests can choose from a wide range of **category accommodation** available and be sure to have a high standard of comfort and there are numerous special deals designed to appeal to families, couples, and groups of friends.

After a busy day on the slopes there is nothing better than to spend a few hours relaxing in the comfort of your hotel, you no doubt having chosen the hotel **to best respond to your particular needs**. In the Dolomiti Superski area the accommodation offer is sure to exceed your

expectations and your dream holiday will be that extra special - for you will be in one of the most suggestive and welcoming mountain paradises of this world.

You can choose a simple solution and rest content that you will be satisfied. There is a wide range of **guest houses** and **small family run hotels** where you will be welcomed as one of the family and then there are the **farm holdings** with a wealth of genuine produce and range of activities, the converted barns enjoying wonderful positions, traditional bed and breakfasts in the small villages and within easy reach of the Alpine meadows and woods. The list goes on for then we pass to the hotels particularly suited to families and right up to **the luxurious 5 star hotels** having exceptional Wellness and Spa facilities. And it should be remembered that many of the options you have are located near to the slopes, and if you should choose one of the typical mountain huts or converted farmhouses which stand out for their cosiness and warmth and relatively small size, you will be able to start your skiing day by simply **stepping out of the door!**

Whatever choice you make one thing will be certain – you will be **warmly welcomed** and made to feel at home and the attention to detail will surprise you, for this is the way of the mountain folk. And more besides, for you will be pleasantly taken back by the favourable price-quality ratio and all this helps so that you are able to live your holiday days in total serenity and with a renewed enthusiasm for all things homely.

We take great pride in the fact that everything you come across in the Dolomiti Superski area is prepared in great detail and always with the interests of you the guest at heart. Be it your hotel comfort, entertainment options, choice of super cuisine in the village restaurants or the mountain huts directly on the slopes, your well-being is our concern.

After a day on the slopes and the warm sensation of having taken in so many suggestive and stimulating Dolomite views, after a reflective walk through the village or along a mountain path, or even after a day of relax just doing your own thing, what could be better than a little self-indulgence in a **Wellness Centre**. Wellness Centres are now widely present in many hotel structures, and even in the bed and breakfast and guest houses right across the Dolomites region. It really does give that something extra to you holiday knowing that you can relax and be well take care of, and even pampered, in such a healthy and invigorating atmosphere.

Away with stress, it's time to relax the mind and body, and choose your holiday location with care. Choosing one of the many hotels in the Dolomites which boast beauty farm and wellness is a sound choice indeed for it means you are giving yourself the opportunity to escape the monotony and worries of everyday life and to wind down, reinvigorate your soul and find waves of new positive energy. Why not start with a few lengths in the swimming pool, at times pools are outside in a terrace area and heated and draped by a surround of snow and are a wonderful setting to take in the breathtaking view all around. Next a sauna and a massage to restore all vital energy to your body and generally just to enhance that feel good factor. This suggested is just one sequence you can follow in enjoying the facilities to the full and of course there are a host of beauty treatments to select from as well, so whatever your fancy you are sure to arrive at the dinner table with a new found glow.

Fresh air, pure nature, mild climate, excellent cuisine. These a mix of Alpine and Mediterranean elements which are in abundance in the Dolomite region and the essence of Nature and Dolomite goodness finds expression also in the beauty farm treatments available throughout the region.

There is an increasing number of structures where the interaction of wellness and harmony between body, mind, and spirit, are the focus of holiday pleasure and personal satisfaction. The use of locally grown herbs and plants and the virtues of the benefits they bring is more and more requested and is becoming more and more a feature of the treatments on offer. Increased knowledge as to applications is leading to both a greater awareness and greater interest by the holidaymaker.

Strong and genuine aromas are a feature of the approach, and an understanding of the seasonal value and the effect that the cycles of nature have in general come together to provide a whole new philosophical approach. Following this interpretation and application many of the most appreciated and efficient treatments are now of fundamental importance in the wellness offer. As examples we can cite **hay beds and juniper, wild thyme, stone pine, mountain pine, arnica, honey, grape stone, and marigold massages**, all the ingredients being sourced locally and having a long standing presence in Alpine medicine and the traits and cures adopted by the indigenous inhabitants. These are however only some of the base ingredients being used by beauty farms and many also seek to integrate into their offer an international flavour, as for example those which have come to see the **ayurvedic philosophy** as a style of life. Furthermore there are Spas which use products with a base of milk or yoghurt, or even marble and Alpine flowers, or wine and beer, or chestnut, strawberries and bread. As you can see a

range of ingredients all having a connection to the local area and as such make the treatment experience all the more special and gratifying.

The hotels and the wellness centres in the Dolomiti Superski area are the ideal place to seek relaxation, to recharge your batteries, and to take in the fresh alpine air which has both an invigorating yet relaxing effect on both body and mind. It is the ideal way to wind down from the stressfulness of daily reality and to prepare for the challenges to come. A holiday here is indeed a unique experience and ideal for whoever is seeking something different from their skiing holiday – plentiful snow and skiing yes, but also magical time to oneself to indulge and replenish and to experience all that is good in life.

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