



The winter season 2019-20

LIVE YOUR DOLOMITES ONLINE!

A winter holiday in the **Dolomiti Superski region** is a holiday in a natural paradise surrounded by the most beautiful mountains in the world! There is no wonder that UNESCO has declared the Dolomites a World Heritage Site in June 2009. A holiday that will amaze you from the beginning: **a world of wonder** that already starts with the dolomitisuperski.com website and continues with the new and consolidated “**mobile**” **applications and features** and will be revealed to you in all its richness and every click will unveil its most precious treasures!

The internet site

The Internet site www.dolomitisuperski.com provides the most important information for a snowy holiday in the Dolomites. The over 3,2 million unique users who visit the website every year will find useful information on lift facilities, access an even higher number of hi-res webcams in all 12 valleys, weather and snow forecast, ski pass offers, booking assistance for various services, interactive skiing maps, events in the different villages and other special offers. The website is responsive, of course, meaning a more intuitive, direct and useful interaction with it, allowing you to visit the site from whichever device you use. The core of

the site is the private area "**MyDolomiti**", a real community which concentrates the most popular and requested online-services of Dolomiti Superski inside, in order to give the best service possible to all skiers, who register for free. Appreciated features such like the Performance Check can only be used if registered to "MyDolomiti" and members of this online community will take part automatically to the rewarding contest at the end of the season. The more one skis in the Dolomites, the more worth are the prizes he can win.

In order to make surfing and using the features more easily and with no expenses, Dolomiti Superski grants the free access to more than **100 WiFi-hot spots** at the main lift stations, skipass offices, ski huts and tourist offices.

The community "MYDOLOMITI"

Dolomiti Superski sets aside a **personal members area** on its website for guests, which allows them to manage and customise their ski holiday, therefore guaranteeing even more information, entertainment and interaction with other users. By creating your own account with username and password or by registering via your Facebook account you have access to a dashboard that provides an overview of the services available in the community "**MyDolomiti**". In addition to managing your own profile with photos and personal details, the user has a summary of the most important data relating to their ski activities in the Dolomiti Superski area: the number of kilometres of slopes covered during the current season, the vertical drop, the number of ski days, the number of lifts used with indicator of individual lift usage, indicator of repeat lift usage, the day with the greatest vertical drop, the day with the greatest distance covered and the day with the highest number of lifts used.

In the personal area or community "**MyDolomiti**" it is then possible to link your profile to other users, subject to their approval online, such as the members of your own family who have a Dolomiti Superski ski pass or one from its 12 ski resorts. In addition, you can also add friends or acquaintances, subject to their approval, creating a universe of ski fans and lovers of the Dolomites, which in this way becomes a kind of online competition. The system generates a ranking of the various parameters listed above, crowning the "**champion in the family**" on km of slopes covered during the holiday or the winner among your ski friends in terms of vertical drop that day.

Through the "**Performance Check**", which for privacy reasons connected to greater flexibility and customisation of content, only available in the "**MyDolomiti**" community, the user can see their own ski performance in graphic form with the ski slopes covered detailed on the online maps, vertical drop graphs and their own "feel-good factor", which transforms the daily ski performance into "emoticons" that describe in a fun way the effect that the day's skiing

has on our well-being. By selecting the appropriate checkboxes, the user can receive notifications about their own ski performance, as well as the weekly Dolomiti Superski newsletter, always full of useful news and information for a fun ski holiday without limits. Finally, holders of the **MyDolomiti Skicard**, the rechargeable Dolomiti Superski ski pass, can also top up online. Those who still don't have one, may ask for one at the ski pass offices in the various resorts of the Dolomites. After registering on "**MyDolomiti**" you can also buy online discounted ski passes for juniors, seniors and superseniors.

Dolomiti Superski awards you!

At the end of the winter season 2018-19, the big prize drawing of Dolomiti Superski has met the appreciation of thousands of skiers who had joined the MyDolomiti community during the winter and that's why Dolomiti Superski will bring it again in the winter season 2019-20. The most active skiers will again be awarded with exciting prizes, if they achieve one of the three levels and are lucky enough to be drawn at the end of the season. To reach the first level "**Dolomiti Superski Rookie**", you need to ski in at least 3 out of the 12 skiing areas of Dolomiti Superski, spending minimum 6 days on the slopes and using more than 40 different lifts. At the end of season some lucky Rookies will get nice prizes sponsored by partners of Dolomiti Superski. The second level "**Dolomiti Superski Expert**" requires at least 6 skiing areas out of 12, 12 skiing days and more than 80 different lifts. All skiers who accomplish this requirements will be in the drawing bowl for 15 3-days-holidays with Skipass for 2 persons in the Dolomites. And the top level "**Dolomiti Superski Legend**" is for those who ski in all 12 skiing areas of Dolomiti Superski, spend 24 days on their skis and use more than 120 different lifts. Among these ski-pros 15 season Skipasses of Dolomiti Superski will be drawn. Good luck to all of you!

| Activity level | Ski areas | Ski days per season | Different lifts |
|----------------|-----------|---------------------|-----------------|
| DSS Rookie | 3 su 12 | 6 | 40 |
| DSS Expert | 6 su 12 | 12 | 80 |
| DSS Legend | 12 su 12 | 24 | 120 |

The new APP of Dolomiti Superski

Lorem ipsum...

You are always "mobile" with the free WIFI hotspots

To promote the use of online services and to encourage the "social" interaction necessary to take part in the "MyDolomiti" project, Dolomiti Superski is offering a **hot spot WIFI** at its ski

pass sales outlets and at the main lifts throughout the 12 valleys. It is sufficient to connect your own mobile to the WIFI signal and request an access password which will immediately be forwarded to you as an SMS. In this way you will be able to navigate on internet between ski runs and all this is free of charge. It is particularly important for international clients who will no longer have to pay roaming costs. The Dolomiti Superski WIFI service is free and functions up to a distance of about 100m from the hotspot installation. Also available is a help desk providing assistance to clients having a problem.

The pleasure of a healthy sport - the “Wellbeing Factor”

Skiing makes us healthy – this is what recent **clinical trials** from the University of **Salzburg** (Austria) and Cologne (Germany) clearly prove. Skiing regularly with medium exertion levels stimulates the body in general, positively influencing the **cardiovascular and muscular system as well as having a positive influence on the psychological profile**. All in all, skiing increases one's life expectancy, strengthens us and makes us happy. As part of the online “**Performance Check**” service which allows you to monitor your skiing performance during the day, the facilities and slopes used, skiing distance in km covered and the vertical metres of downhill skiing covered, there is a service called “**Wellbeing Factor**”. Based on algorithms devised by sports doctors and fitness specialists, this system will deliver information that will be inserted in a scale recommended by the WHO, telling users whether their “**Wellbeing Factor**” is substandard, standard or optimal. In this way, everyone can plan their outings on the beautiful Dolomite Superski slopes to have fun and be healthy. The “Performance Check” is now available only inside the personal area “MyDolomiti” on the internet site **dolomitisuperski.com**.

Making life easy

The service “**Holiday Planner**” is simple to use and lends a helping hand to you as you go about booking on dolomitisuperski.com your dream holiday in the Dolomiti Superski carousel. The system is strategically featured on the homepage, is logically simple and facilitates the identification and selection of various services with relative contact data: your Hotel, ski pass, ski hire, ski course, snowboard and freestyle options, and goes as far as to assist with your journey and insurance policy (Snowcare e Multisport can be easily taken out online at dolomitisuperski.com).

The pleasure of comfort

In this context we can mention the service at no extra cost: the “**Hotel Skipass Service**” of Dolomiti Superski. The ski pass can be purchased online by credit card, and it will be later on

taken by your host and you will find it in the room on arrival - so your holiday can start immediately. The facilities that provide this service will be marked with a small icon.

The pleasure for young people is called freestyle

The new section dedicated to the world of **freestyle** was specifically created for young people looking for excitement in snowboarding air maneuvers or skiing with twin-tips. The descriptive pages with pictures and videos taken on the **several** spectacular and well equipped snow parks in various places of Dolomiti Superski will guide fans to the best places where they can experience these very trendy disciplines.

The pleasure of socializing

Since many years now, Dolomiti Superski is present online with its own profile on **Facebook** and **Twitter and also Instagram and YouTube**. The site dolomitisuperski.com combines the different "**social media**" in a better way and is by now the favourite meeting place for those who want to communicate with friends, snow enthusiasts and Dolomiti Superski fans. The website still includes the sections dedicated to special offers, wellness and good food. Why Dolomiti Superski is not just snow, but a unique 360 degrees experience is easy to understand.

The pleasure of a perfect holiday

The ideal holiday location for peace and relax, for an unforgettable holiday, thanks to the **many offers** you will find in the section dedicated to special offers for a family holiday or to enjoy the first rays of sunshine on the slopes! Guests can choose from a wide range of **accommodation**, and take advantage of the numerous promotions designed to satisfy the needs of families, couples and groups of friends. An infinite choice of hotels to suit all pockets, with all possible comforts, that you can book directly on the website.

The pleasure of beauty care

In the website section dedicated to other activities in the area, of course you will find all the references, suggestions and advice for another of the points of excellence of this territory: a holiday dedicated to **mental and physical wellbeing** combining the pleasure of open air sports and exercise with the pleasure of relaxing and enjoying a unique experience in any of the many beauty farms and wellness centres in the marvellous Dolomites.

The pleasure of good food

The local cuisine is another of the strengths of this area, and you can find many excellent dishes that combine the flavours and traditions of the three regions found in the region: Tyrol,

Trentino and Veneto, with an interesting alpine-mediterranean touch. A mix of high quality products that make the gourmet restaurants of the area a delightful must for all lovers of fine foods!

The pleasure of the feast

Whoever is looking for special moments to make the days and nights more exciting and fun will surely find on dolomitisuperski.com an extensive list of high quality sporting events and entertainment options in various locations of the Dolomiti Superski area.

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