



The winter season 2019-20

BACKSTAGE – BEHIND THE SCENES

Your perfect winter holiday is made up of a number of ingredients: great snow on the slopes, blue skies, wonderful landscape, and an extensive and varied ski carousel. Dolomiti Superski helps transform your dream into reality by satisfying all your wishes. Whoever books a holiday on the Dolomite slopes can take comfort: there are **1,200 km of slopes with different degrees of difficulty and what is more is that the sun shines eight days out of ten during the winter**. But not only this – the holiday offers are very complete and varied too, even if what you see is just the excellent tip of the iceberg, for behind the scenes there are many people involved to assure the total satisfaction of guests.

Dolomiti Superski BACKSTAGE – a look behind the scenes

Dolomiti Superski is not only sun and snow and ski fun for there is very much more on offer so as to ensure your holiday is really special – a mountain of fun awaits you! The Dolomite carousel comprises 50 locations, some small and some big, but all contributing to give you a warm reception and the choice and standard of accommodation from 3 star up is excellent. Also the

selection of mountain huts directly on the slopes is wonderful and they are ideal places to stop off at and enjoy the sun, relaxing on the terrace and sampling the tasty mountain dish specialities. An interesting fact is that there are 14 star status acclaimed restaurants in the Dolomite Superski area, sure testimony of the passion for cuisine which prevails. Holidays would not be complete without a bit of shopping and your evening stroll in whichever centre you choose is sure to be pleasurable in that there is always a lively atmosphere and a selection of trendy quality shops in modern settings.

Clearly, for you to enjoy all the above offer a high standard of service and effective programming and organisation is required throughout. In this respect there is indeed an integrated system with highly qualified staff and ongoing investment to insure top quality and excellent service. The Dolomite holidaymaker may only see the tip of the iceberg but it is the **behind the scenes** activity and the dedication of many people which contributes to your ideal ski holiday and it always has been and always will be the firm resolve of all at Dolomiti Superski to maintain and improve on our client interaction, all in pursuit of you having the holiday of a lifetime.

BACKSTAGE LIFTS AND SLOPES

Snowmaking

To guarantee the skiability over 100% of our 1,200 km of slopes has always been an objective of Dolomiti Superski , and this task we have now undertaken for nearly 30 years and it is important to remember that the very first snowmaking machines in Europe made their appearance in the Dolomites in the early eighties and since those early days the applied technology has been in constant evolution. Not only do all the areas making up the Dolomiti Superski carousel invest in, extend and seek to optimise the snowmaking capacity, but we are proud to point out that in the Dolomite area and nearby world leaders in snowmaking technology have emerged. Companies such as **Technoalpin** and **DemacLenko** were founded here and have grown to play an important part in the world's snowmaking industry.

At present in the Dolomiti Superski carousel there are more than **6,000** snow cannons employed in the snowmaking process (snow canon or giraffe extension version) for an overall capacity exceeding **100 MegaWatt**. Given the fact that there have been fewer suitable days for snowmaking in recent years, this due to climatic variations, it has become ever more important to begin the process in late October/ early November so as to take advantage of the days prior to the season beginning which may offer suitable snowmaking conditions. The trick of course is

to produce greater quantities in shorter time and a contributory element here is the presence of more than **190** water collection points and together with underground tanks water from the springs and streams can be stored. This whole development has resulted in us being able to guarantee a snow-covering on **97%** of the Dolomiti Superski slopes.

Environmental care

Today's snow making facilities are able to produce first-class snow using less energy. **Many different types of snow** can be produced according to specific needs and conditions. The natural composition of artificial snow is the same as that of natural snow. The method is easy, natural water is "mixed" with **air under pressure** without any additives; once the mixture enters in contact with the cold environment it crystallizes immediately. This process is performed by the "snow cannons", so called because they generate air pressure.

For the production of snow, **natural water** from mountain sources is used with permission of local authorities, respecting the **natural hydrologic balance**. The latter is granted after technical assessments on the capacity of the basin have been carried out. The water is **not consumed** but transformed into snow. In spring when the snow melts it is returned to the source in form of natural water streams. Less water is needed in the production of compact snow than in other areas: during one winter season in Dolomiti Superski, less water is used than in one day of agricultural activity and in two days of domestic usage in the Province of Belluno* (*Source: Records from Province of Belluno). The snow cannons are operated with **hydroelectric energy** and therefore do **not pollute** the environment. South Tyrol produces every year twice the electric energy needs. In summer, the slopes are lawns in flower, where cows and sheep can pasture throughout the warm season – a clear sign that being a slope in winter does not interfere with its summer biology. Up to now – and we can look back to 30 years of experience in the production of artificial snow – no damage of asphyxiation to the grass is known. Additionally, because these days the snow melt occurs earlier than in the past, no damage is caused to the spring blossom.

Guaranteed snow

The **snowmaking** is handled by highly qualified staff who have gained significant hands on experience over the years and most of the work takes place during the night and as such is not immediately understood or appreciated by all. A thorough preparation and constant maintenance of the slopes is required. Once the great whale like accumulations of snow are ready the

snowcats enter into action so as to smooth the snow over the slopes and create a base layer of at least 40 cm. The snowcats themselves have undergone a great technological development and again it is the first prototypes introduced by the company **Prinoth**, an activity cemented in the Dolomite region, which have gone on to bring the company a leading technological role worldwide. Today we have reached a point of maximum effectiveness in these machines, combining economical, ecological, and efficiency factors so as to limit to the very minimum any environmental impact.

The snowcats

Preparation and maintenance of the **1,200 km of slopes** takes place during **every night** and there are more than **320** snowcats involved. The snowcat drivers, or perhaps better to call them '**pilots**', manoeuvre and manipulate their vehicles with great skill and take great pride in preparing their own individual slopes in almost an art appreciation manner so that the skiers arrive in the morning to find wonderful slopes in pristine shape ready for their enjoyment.

Uphill lift systems

In this sector too Dolomiti Superski has not been slow in development and can compare favourably with any other area in the world. Counting all the cablecars, cabin lifts and chairlifts with automatic coupling, fixed form chairlifts, and single skilifts the total reaches **450** with a capacity to transport **670,000 persons hourly**. Even in the busy hours in high season the waiting time at lifts is reduced to minutes only. It is no surprise that the companies active in this field, and there are more than **130 companies operating**, have made their name regionally, and in some cases internationally, through a clear emphasis on quality, safety, and comfort. Significant and ongoing investment has as its aim not to open new ski areas and nor to build a mass of lifts, but to improve the existing offer and to create ever improved connections between ski areas making up the carousel. Dolomiti Superski is and will remain synonymous as a ski journey over 1,200 km of slopes.

The human Factor

Programming snowmaking, maintaining the slopes in perfect condition, managing the uphill lift systems and skipass office network, are all elements fundamental to the operation and requiring advanced technology to implement, maintain, and function so that Dolomiti Superski is able to fulfill its mission. However the element most important is surely the human factor. There are more than **2,500 people** directly involved in these sectors: highly qualified technicians that

manage and monitor the snowmaking programme, pilots who man the snowcats in an enthusiastic and precise manner and who work throughout the night to provide you with the ideal skiing service, staff interfacing with the public and keeping an eye out to ensure that you are transported in a safe and comfortable manner, and personnel involved in the skipass offices who provide you with detailed information so you can make the best choices for skipasses for yourselves, families, and friends. All the jobs are full of responsibility and at times the rhythms are extremely intense and the pressure to ensure that every cog in the wheel of service is functioning well is considerable. Generally the preparation and the implementation itself are in grand part “**backstage**” and away from the eyes of those who benefit. However for those who operate behind the scenes the job is serious and not without great satisfaction.

BACKSTAGE GASTRONOMIC DELIGHTS

High altitude cuisine!

Dolomiti Superski covers over **3,000 km²**, taking in 2 regions (Trentino-Alto Adige and Veneto) and 3 provinces (Trento, Bolzano, Belluno). In addition to all the great characteristics that these **12 valleys** have to offer, there is also the cuisine – varied, traditional and cosmopolitan. We can count 5 distinct gastronomic cuisine cultures which give rise to splendid dishes: Trentin, Tyrolean, Ladin, Veneto, Mediterranean. Their presence surely makes the Dolomites a pleasure for the palate, rich of flavours and variety, and with just a little attention the skier can come to sample an array of dishes on his or her skiing holiday. There are the surprising number of **400 mountain huts** to be found along the 1,200 km of slopes which make up the Dolomiti Superski carousel. Temptation is indeed strong to stop a while and choose a speciality or two and of course to relax and take in the fantastic views from the sunny Alpine terraces.

The “stars”

And what is important to know is that the cuisine choice is not by any means bland, for the great passion of hoteliers and chefs in the Dolomite region has over the years manifested itself in a special way and so much so that at the present moment we can boast **13 restaurants having at least one Michelin star**. If we take the Dolomite territory as a whole and divide the total number of inhabitants by this number of 13 the density rating is high indeed. Superb levels of professionalism, tenacity, talent, refined palates, and the search for unmatched quality are the

characteristics and values which the persons who live in the 50 villages making up the Dolomiti Superski area have in abundance and which are ideally exhibited in the cuisine on offer.

Stars	Name	Chef	Place
***	St. Hubertus	Norbert Niederkofler	S. Cassiano/Alta Badia
**	Jasmin	Martin Obermarzoner	Klausen/Eisacktal
*	Stüa de Michil	Arturo Spicocchi	Corvara/Alta Badia
*	Schöneck	Karl Baumgartner	Pfalzen/Kronplatz
*	Alpenroyal Gourmet	Mario Porcelli	Selva di Val Gardena
*	Anna Stuben	Raimund Brunner	St. Ulrich/Gröden
*	Johannes Stuben	Markus Baumgartner	Welschnofen
*	Tilia	Chris Oberhammer	Toblach
*	El Molin	Alessandro Gilmozzi	Cavalese/Val di Fiemme
*	L Chimpl	Stefano Ghetta	Tamion/Val di Fassa
*	Malga Panna	Paolo Donei	Moena/Fassa-Trevalli
*	Tivoli	Graziano Prest	Cortina d'Ampezzo
*	Aga	Oliver Piras Alessandra Del Favero	San Vito di Cadore

Professional training

Backstage many young people of the valleys are involved, they having had a thorough professional training in one of the many **professional training colleges** for tourism and gastronomy to be found in the 3 provinces.

In particular the dual style approach to training in Alto Adige which provides for 3-4 years of a combination of theory and practical experience brings excellent results and a high level of motivation is apparent amongst these youngsters. Many of them come from families which have a hotel or catering vocation going back a generation or two or even more and growing up in this type of ambience has made interaction with the guest visitor second nature. Nowadays there is an extra resource which the valleys can count on for many workers are arriving from those European countries which are members of the European Union e.g. The Czech Republic, Slovakia, and Hungary, where there is also a tradition of first class training in the hospitality sectors. As such there is a more than adequate human resource capital in the Dolomite valleys and which contributes in no small measure to the economic impulse. Of course many workers are away from the public gaze in that they are employed in the kitchens, on the hotel floors, and

in the back office but their commitment is essential to the high service which you the client enjoys.

BACKSTAGE WELLNESS

Wellness in the hotels

The **wellness trend in the Alpine hotel sector** can be traced back to the end of the eighties and is now well spread indeed and has been transformed so much in the last 25 years that it is almost an indispensable element of one's winter holiday and considered as a means of physical and psychological regeneration. We have passed from the simple rectangular swimming pool and a straightforward solarium area to **wellness and beauty centres** of great elaboration – multiform pools, some even with cave like features and fountains; a whole host of sauna types; and spas with so many imaginable and unimaginable massages that the choice becomes difficult. In this sector too, the Dolomites have not lagged behind and the hoteliers have constantly updated their offer both in terms of structure and qualified personnel. The phenomenon has developed to such an extent that today it is quite common to find a small wellness area of undoubted quality in even in a 3 star hotel. And then we have the other extreme in some 4 and 5 star hotels where the **Wellness Centre** can take up more than 1,000 m². In recent years even the treatments have taken on an Alpine style in both types of treatment and in products. Areas may even be lined in pinewood and other finishings originating from local raw material. Product ranges also embrace produce found nearby such as grape, mountain pine, forest frits, and even Dolomite rock. The connection between the local economy and local sourcing has never been clearer. Organisation and management of a Wellness Centre or a Spa is not a thing to be taken lightly and requires a detailed and at times long period of training and practice. Experience is of course essential and many young people from the region have spent time abroad and gained valuable experience and know-how in an **international context** and then returned home, and to a situation where their expertise is much sought after. Again, these are factors which are not immediately evident to the client – after all it is the client who has the privilege to indulge him or herself and simply enjoy either the revitalising massage or the benefits of a beauty treatment restoring youth and splendour to the skin.

Digital communication

Dolomiti Superski offers a wide range of online and modern mobile services to clients so that they can keep informed on all the essentials which contribute to an enjoyable and action packed holiday in the most convenient and fun manner. What does the modern day client require? Certainly detailed information on the state of the slopes and the functioning of lifts and prevailing and localised weather conditions, but also advice on the mountain huts to stop off at for lunch, tips on chic style restaurants in various localities, Michelin star restaurants, hotels with Spa or Wellness so that the intensity of the day on the slopes is matched by the relaxation at the end of the day. Using your own smartphone you can connect to the mobile site m.dolomitisuperski.com and refer to all the information thereon, whilst with the new App “3D SUPERSKI” you can access and be involved in an interactive network of information and challenging games. In order to facilitate the use of this modern technology Dolomiti Superski has made available **100 WIFI hotspots**, and these can be found at skipass offices and at the entrance to some of the main uphill lift system facilities.

As you can see the **activity behind the scenes** at Dolomiti Superski is fast and furious, all in the interests of getting everything right for that unforgettable holiday.

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