**Lift systems and ski runs renovated in the two major ski areas**

**WINTER IN TRENTINO: NEW FEATURES AND… NEW EMOTIONS**

**Consistently perfect runs, state of the art lift systems in terms of safety and transport capacity, to satisfy every single skier. A wide range of holiday offers tailored to families and sports people in the most renowned ski areas as well as in the less famous but equally attractive ones. Based on accurate hospitality, top quality services and great food and wine, Trentino offers many opportunities for enjoying the authentic Italian style with a view of mountains that are a Unesco World Heritage site**

In more or less ten weeks, if the weather assists us, in Trentino once again it will be time for skiing, skating, snow-shoeing, walking in a variety of environments, landscapes, pistes and trails, set in the scenario of the Trentino Dolomites. The pivot of the offer dedicated to skiers remain the two great ski carousels, **Dolomiti Superski** and **Skirama Dolomiti Adamello Brenta**, that offer the best there is in terms of lift technology as well as the main and many new features for the upcoming ski season.

**Dolomiti Superski** – the ski area that comprises Val di Fassa, Moena-Tre Valli, Val di Fiemme and San Martino di Castrozza-Passo Rolle – renews its offering. **Val di Fassa** is proud to present ‘Volata’, the new and super-fast technical ski run that descends from Col Margherita to Passo San Pellegrino, 2,350 metres long and with a 631 m difference in height. This is not the only new feature of the **Alpe Lusia-San Pellegrino** ski area: on the Bellamonte Castelir slope, the new, low scenery-impacting Castelir-Morea cable car will soon start working full steam, with its three stations (valley, middle and summit). Also other new features await skiers in the **Latemar** ski area on the Obereggen slope.

In the **Skirama Dolomiti-Adamello Brenta** ski area – conmprising the ski stations of Madonna di Campiglio and Pinzolo in Val Rendena, Folgarida-Marilleva, Peio, Passo del Tonale in Val di Sole, Andalo-Fai della Paganella, Monte Bondone and Folgaria-Lavarone-Luserna – the news mainly regards the station of **Pejo**, where the 4-seat “Saroden” chairlift serving two new red runs - the “Saroden” run, approx. 1 km long and tackling a 300 m difference in height, and the “Beverina” run, about 650 m long and with a 150 m difference in height - will be opened at Christmas time. In Pejo Fonti, the Pejo SnowPark boasting a 9,000 m2 surface area, is nearing its inauguration. At the **Folgarida-Marilleva** station, the “Malghette” run, that connects with the Madonna di Campiglio ski area will be expanded, while at **Passo Tonale** the news is the ‘Capanna Presena’ mountain hut, which is being built at an altitude of 2,700 m, on the edge of the glacier, on a level with the intermediate staton of the new Presena cable car.

Trentino by now is also a very popular venue for snowboarders and freestylers who find it perfect for challenging the half pipes, rails, boxes, kickers, jumps and boardercross courses at all levels. Indeed, there are **25 snowparks**, all excellently equipped and served by lift systems, with slopes suited for all levels of expertise and where competitions are held regularly.

Deep-powder skiing emotions await off-track skiers in the areas between San Martino di Castrozza, the Fassa Dolomites and Passo Tonale, spots renowned for **freeriding**, but always with close attention paid to safety, thanks to cutting-edge initiatives such as #weridesafe and events such as the King of Dolomites held at the feet of the Pale peaks. Those seeking special thrills next winter can try out **nighttime** skiing aided by powerful side lighting, or at the crack of dawn by engaging in the **Trentino Ski Sunrise** program.

Nordic skiers will love the **SuperNordicSkipass,** a single card that gives access to 17 ski centres, twelve of which distributed over various tourist resorts in Trentino. Visit the [www.supernordicskipass.it](http://www.supernordicskipass.it) website to view the slope conditions, the temperature and humidity data and the local webcam images in real time.

Thanks to its increasing popularity, once again on every weekend during the 2016-2017 winter season, from October 10th to April 2nd, the **Fly Ski Shuttle** service will operate from the Verona, Bergamo and Venice airports to the main winter resorts in Trentino. Online booking for the shuttle is available at the website [www.flyskishuttle.com](http://www.flyskishuttle.com).

In an increasingly technological snow season, this is the ideal place to renew the encounter with a natural landscape that is capable of kindling emotions and of regaling visitors with surprising images and settings. Environment alone is not enough, however. Trentino’s success is based on its capacity to offer a truly all-round product, capable of meeting the specific needs of its visitors through a highly varied range of holiday proposals - family, relaxation & wellness, active, culture – in the famous ski areas as well as in the less famous but equally attractive ones. In both, in fact, tourists will enjoy complete and top quality services and infrastructures, and will experience the authentic **Italian Style** at the special ambiance hotels, the après ski in the mountain huts and valley establishments, the countless occasions for fun and shopping, the high quality of the food and wine served in Michelin-star restaurants as well as in the small mountain huts along the ski runs.

For further info: <https://www.visittrentino.it/en/experience/winter-preview>

(m.b.)

Trento, September 2016