**TRENTINO PREPARES FOR WINTER SEASON 2021-2022**

***As snow-enthusiasts around the world eagerly anticipate the opening of Europe’s premier ski areas, the Italian region of Trentino is getting ready to restart the season safely at the end of November with several innovations introduced for this year across its resorts in the Dolomites.***

With 800km of slopes across the region, most of which are located across the two large ski areas of **Dolomiti Superski** and **Skirama Dolomiti-Adamello Brenta,** Trentino offers slopes and facilities for all levels of skier and snowboarders, surrounded by the enchanting panorama of the Dolomites. All ski areas are preparing to re-open from the end of November with a number of new innovations, services and requirements for the 2021-2022 winter season to keep all guests feeling safe and reassured at all times.

**Health and safety requirements for the season:**

A number of protocols are being introduced for this season to ensure that all holidaymakers feel safe and comfortable on Trentino’s slopes. Everyone over the age of 12 will require a Green Pass (or NHS Covid pass: proof of vaccination / having recently recovered from Covid / a **negative** test taken in the last 48 hours) to access indoor dining at restaurants, bars and mountain huts, and to also access the lifts. A surgical mask must be worn in closed spaces, but also outdoors in busy environments, and on ski lifts and public transport. Gondola lifts, cable cars and buses will run at 80% capacity.

**Contactless ski pass collection:**

For easy access to the ski facilities, the ski lift companies have introduced new contactless tools, so that guests can purchase ski passes and season tickets online, and then have them delivered directly for collection at their accommodation (avoiding the need to queue at ticket/ski pass offices).

The **Dolomiti Superski** ski pass can now be purchased online from [dolomitisuperski.com](https://www.dolomitisuperski.com/en). Lifts can be accessed once the pass is loaded on the MyDolomiti Skicard, or collected in resort. Furthermore, with a focus on sustainability, the cards are now made using recycled paper.

**“Skipass Revolution” – pay as you ski**

In the Campiglio Dolomiti di Brenta ski area (Skirama Dolomiti-Adamello Brenta), winter 2021/2022 brings with it the “**skipass revolution**”. The prices of ski passes are now dynamic with a ‘pay as you ski’ option, ideal for those that don’t want to commit to skiing every day of their holiday. Visitors will only pay as much as they ski, according to a new sales/purchase system that meets the needs of today’s skiers and the evolution of consumption habits.

**Virtual Queuing:**

To control the number of people queuing at ski facilities, there are now apps that place riders in a virtual queue, so that they can show up at the turnstile when their turn is up. The apps also manage access to mountain huts, restaurants and self-service on the slopes.

The Skirama ski areas have adopted **QODA**, an app created to simplify the daily use of many services. It allows skiers to book their first ski lift, so they can then show up at the valley station at the indicated time without having to queue. The innovative queue virtualisation tool is also being used by more than 60 mountain huts along the slopes, to reserve tables and access self-services.

On the other side, the new Dolomiti Superski App, features a Skiers Map to show how many skiers there are at each lift.

**New Lifts:**

The resorts of **Val di Fassa** (Dolomiti Superski) and **Madonna di Campiglio** (Skirama Dolomiti-Adamello Brenta) will both have new and improved lifts for this season.

In Val di Fassa, the **Kristiania chairlift** is a new six-seater lift with a canopy to Col dei Rossi. There is also a new 10-seat gondola lift, named **König Laurin**, connecting the Frommeralm Lodge Hotel with the Fronza alle Coronelle Hut, replacing two cableway systems. It covers more than 1800m, with an intermediate station, in just six minutes. The new gondola features a new mountain station that seamlessly blends into the surrounding environment.

Over inMadonna di Campiglio, there is a new 10-seat gondola lift, **Fortini – Pradalago,** which represents the latest-generation technology with low-energy impact, limited emissions and lower vibrations. The lift has 102 new cabins with heated seats, plenty of space and an attractive design to ensure a travel experience of absolute comfort.

**Sustainability initiatives at Green Mountain Huts:**

Four huts in the **Passo Tonale** and the **Presena Glacier** area (Skirama Dolomiti-Adamello Brenta) are involved in a new environmental, social and economic sustainability project to increase the environmental awareness of guests and disseminate good practices at high altitudes, where the consequences of climate change are more strongly felt. **Capanna Presena, Panorama 3000 Glacier, Passo Paradiso** and **Malga Valbiolo** are destined to become “green” mountain huts that will only use energy from renewable sources, do away with plastic, rely on Ecolabel products and offer organic food and wine harvested locally and bearing certified quality labels.

For more information on new ski developments this winter: [www.visittrentino.info/en/articles/ski-and-fun/ski-season-news](http://www.visittrentino.info/en/articles/ski-and-fun/ski-season-news)

**Tour Operator Packages for 2022:**

**Ski World** is featuring three hotels in **Madonna di Campiglio** for 2022. Seven nights at [Hotel Cime d’Oro](https://www.skiworld.co.uk/ski-holidays/italy/madonna-di-campiglio/hotel-cime-doro?id_accom_price=1742923136) is priced from £1,064 pp based on two sharing, on a bed and breakfast basis. The price includes return flights from London Heathrow and private transfers, and is based on 19 March 2022 departure. [www.skiworld.co.uk](http://www.skiworld.co.uk)

**Crystal Ski** offers seven nights in **Val di Fassa** staying at [Hotel Arnika](https://www.crystalski.co.uk/ski-holidays/bookaccommodation?productCode=979235&tab=overview&noOfAdults=2&noOfChildren=0&duration=7&flexibleDays=&airports%5B%5D=LGW&flexibility=false&when=08-01-2022&pkg=1189224570/3/372/7&tra_o=1186494827/3692542&tra_i=1186495777/3692543&units%5B%5D=979235:HOTEL&packageId=979235ITVR022616416000000001641600000000TOM465016422048000001642204800000TOM4651TW011189224570/3/372/7&multiSelect=true&index=1&&brandType=C&dp=t&bb=HB&price=pp&searchType=SKI&rmpc=1|2|0|0|0|&rmtp=TW01&rmbb=HB&fc=n&greatDealDiscount=0&bb=HB&price=pp) from £583 pp based on two sharing, on half board. The price includes return flights from London Gatwick and coach transfers, and is based on 8 January 2022 departure. [www.crystalski.co.uk](http://www.crystalski.co.uk)

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**Images available to** [**download here**](https://www.dropbox.com/sh/0vdl4vopvdg6zbb/AABLgY3CNggiv1wBHeve4itpa?dl=0)**.** (Credit: Trentino Marketing archive)

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