**The highest quality standards on the slopes of Eastern Trentino**

**THOSE WHO LOVE SNOW HAVE FOUND THEIR PARADISE**

**Dolomiti Superski is the largest ski carousel in the world, offering more than 1,200 kilometres of tracks located in a natural environment of rare beauty and several special packages designed for different times of the year, with a focus on children and families. Let us take on a discovery of what’s new in Val di Fassa, Val di Fiemme and San Martino di Castrozza, with the single Skipass "Silver Valley"**

Dolomiti Superski is the largest ski carousel in the world, a paradise for lovers of snow and winter sports. Located in the Eastern Alps, it stretches from South Tyrol to Trentino and the province of Belluno, and includes twelve ski-areas that stand out for the variety of their tracks, and are particularly suitable for a family holiday. Dolomiti Superski offers 450 ski lifts that can be used with a single ski-pass chip and 1,200 km of slopes, 350 of which lying in Trentino. Of the slopes, 93% are equipped for artificial snow production (4,600 snow guns), which guarantees skiing from December to April, even when there is a lack of natural snow. The Trentino skiable areas included in the carousel are Val di Fassa, Moena - Tre Valli, Val di Fiemme and San Martino di Castrozza - Passo Rolle.

**Thanks to Valle Silver, four districts are now closer than ever**

To accompany and enrich the Dolomiti Superski offer in view of the upcoming 2015-2016 winter season, organisers have created the “Valle Silver" ski-pass. Silver just like the snow that sparkles in the sun, the new ski-pass allows you to ski 5 or 6 days a week in the four ski-areas of Val di Fassa-Carezza, Val di Fiemme - Obereggen, Alpe Lusia - San Pellegrino, and San Martino di Castrozza - Passo Rolle, for a total of 390 km of slopes served by 150 ski-lifts, and replaces the "Fassa XL 3+3".

**New cable car from Alba di Canazei to Belvedere**

The cable car will be in service starting from December 2015, and will connect Alba and its ski-area Ciampac with Col dei Rossi in the ski-area Belvedere in Canazei. It represents an interesting novelty for skiers who choose the slopes of Val di Fassa, but also for lovers of snow-touring, particularly the Sellaronda, which now can be reached from Pozza on skis along the Ski Tour Panorama. Even the famous cable car that carries thousands of freeriders in the winter and hikers in the summer from Passo Pordoi to Sass Pordoi will be replaced with one having an aerodynamic shape and panelled with extra glass for passengers to enjoy an even better view of the landscape.

**Ski-pass for all: what’s new in 2015-2016**

The choice of ski-passes available continues to be quite varied in the season 2015-2016, just for you to enjoy the beauty of the snow-capped Dolomites according to your particular needs. The enticing offers for children and young ones are now a consolidated and distinguishing element of Dolomiti Superski: among these, the **"Free Ski-pass for children up to age 8"** (if purchased along with a ski-pass for adults), the special **"Dolomiti Super Première"** (one free overnight stay and one free day skiing - from 4 days up - during the period from November 28 to December 20, 2015). Or the **"Dolomiti Super Kids"** (from March 19 to the end of the season, for children up to age 8 - i.e. born after 28.11.2007 - ski-pass and accommodation are free if combined with the purchase of an adult ski-pass), and the **"Dolomiti Super Sun"** (from March 19 to the end of the season, 7 days of vacation on the snow for the price of 6).

**From the end of November to Easter: a long and exciting season**

The winter season 2015-2016 will be long and exciting, beginning on November 28 and ending after Easter. Some of the facilities, as is customary, will open as soon as the weather and snow conditions allow them to, and others will remain open until late spring.

**The increasing enthralment of social networks and "3D SUPERSKI"**

Dolomiti Superski continues to be very active on the major social networks through its profiles on Facebook, Twitter, YouTube and Instagram. Its strength, in this sense, is the **"3D SUPERSKI"** app, launched last year. Designed to work on "smart" devices that run Android and iOS operating systems, it provides lots of useful information to the user.

By registering with your own user profile, the new and appealing graphics will allow you to read basic information on the territory, such as the status of the ski lifts, weather conditions and webcams of 12 Dolomiti Superski valleys. Through the main screen, the users also can recall graphs of the news, of the 3D Skimap, of the section for online ski-pass purchases, and of the **"Ski Planner**" option to plan their day on the snow, guided from track to track, and from one location to the next. The new 3D skimaps offer a realistic view of all the tracks, providing lots of information, such as their level of difficulty, the user’s location based on GPS, the snow parks, the mountain huts, the tourist offices, etc., featuring a list of graphic icons the user can select and deselect through the touch-screen. The Ski Planner, instead, will help you plan your day of skiing using a real “slope navigation device”.

**Discounts and special offers for families**

All ski-passes valid from 1 to 31 days are "free of charge for children up to age 8", if purchased along with an adult ski-pass of the same type and duration. The offer is valid during the entire season for children born after November 28, 2007, in the combo 1 child + 1 adult. Young skiers also are entitled to discounts on ski-passes (valid from 1 to 31 days), i.e. kids between age 8 and 16 benefit from a 30% discount . Additional discounts on ski-passes (2-31 days) are reserved for families with more than two junior members, paired with the purchase of a ski-pass by their parents.

(m.f.)

Trento, September 2015