



PRESS RELEASE

**DOLOMITI
SUPERSKI** 

8th October 2020

DOLOMITI SUPERSKI: WE CARE ABOUT YOU!

To ensure skiing enthusiasts enjoy in maximum safety and peace of mind

The kick off of the Dolomiti Superski 2020/2021 winter season is scheduled for Saturday, **28th November 2020**, when the first section of the Dolomite valleys will open the ski runs and lifts (Cortina d'Ampezzo, Kronplatz, Val di Fassa/Carezza, 3 Zinnen Dolomites, Val di Fiemme/Obereggen, San Martino di Castrozza/Rolle Pass and Civetta). Dolomiti Superski wants to guarantee ski enthusiasts maximum peace of mind and safety during their holiday on the slopes of the Dolomites. We are looking forward with confidence to this important date, as we have put a great deal of effort and thought into developing a series of safety measures, taking account of all current regulations. The guiding principal for Dolomiti Superski's coming winter season is "**We Care About You.**" Our aim is to underline that the world's largest ski carousel takes meticulous care of its guests, fully committing to the needs of those who spend their winter holidays in the Dolomites. Therefore, many of the introduced measures go above and beyond the general ones envisaged by the authorities in charge.

Ski Lifts

The guidelines which govern the operation of the lifts are dictated at a national, regional and/or province level (in the case of autonomous provinces). Public bodies will define the method of access, use of personal protection systems, distancing, sanitization, etc. Dolomiti Superski will implement the dictated regulations and notify the public immediately.

Seasonal and Multi-Day Ski Passes

The lockdown in March 2020 caught everyone by surprise – Dolomiti Superski included. Meanwhile, the ski carousel and its associated ski areas have offered rebalancing measures to holders of seasonal ski passes, who were unable to ski all the way until the end of the scheduled season.

For the 2020/2021 winter season, however, Dolomiti Superski has developed a system of guarantees that will ensure right from the beginning the maximum transparency and safety for everyone who wants to purchase a seasonal or a multi-day ski pass. Those who decide to purchase a Dolomiti Superski seasonal ski pass will be ensured certain guarantees in the event of a lockdown of at least 14 consecutive days, at various territorial levels – whether there is a total lockdown or the in case of total closure of one of the 12 ski areas in which villages the user resides or lodges. Within 30 days from the start of the lockdown or closure, the passholder may exercise this right of withdrawal, if not yet used its seasonal ski pass for 40 days, by filling out an online form. By doing so, the refund procedure will start, and the ski pass will be deactivated. Alternatively, the user can decide to keep his ski pass active and therefore continue skiing until the end of the season in the open ski areas. In this case there will be no refund.

The refund threshold for Dolomiti Superski seasonal ski passes will decrease in relation to the remaining duration of the season every two weeks, starting from 15th December 2020. For example, a lockdown that occurs before 15th January 2021 grants a refund of 55% of the ski pass price purchased by the customer. The next deadline is scheduled for 31st January, where the refund threshold will be 40%. It will continue like this until 1st April 2021, the date upon which the repayment threshold is zeroed out. Refunds will be made in monetary form by bank transfer.

Refund threshold for seasonal ski passes Dolomiti Superski 2020-21	
Until 15th December included	85%
Until 31st December included	70%
Until 15th January included	55%
Until 31st January included	40%
Until 15th February included	30%
Until 28th February included	20%
Until 15th March included	10%
Until 31st March included	5%
From 1st April 2021	0%

Details will be available soon at <https://www.dolomitisuperski.com/en/Service/Sales-conditions>

Similar procedure is valid for holders of multi-day ski passes but in addition to the two hypotheses indicated above, also in the event of a positive diagnosis of the SARS-CoV-2 virus and in the event of a quarantine measure: the unused days will be reimbursed on the basis of the multi-day price list. For example, a passholder has purchased a 6-day Dolomiti Superski ski pass, but only uses it for two days before a lockdown occurs. The cost of the 2-day ski pass is deducted from the price of the 6-day ski pass, and the difference is refunded.

Expansion of the Online Shop

“We Care About You” is also reflected in Dolomiti Superski’s commitment to making customer access to lifts and slopes as quick and convenient as possible. For this reason, dolomitisuperski.com now features an online shop, which allows nearly every type of ski pass to be purchased online. Starting around mid-November, clients will be able to perform multiple actions online: buy seasonal ski passes with the compensatory measure foreseen, acquire multi-day ski passes, Junior and Senior ski passes. These can be loaded directly onto the My Dolomiti Ski Card if the passholder already has one. Alternately, the customer can go to ticket sales offices with the voucher, using a special queue for online purchases, where available. The third option is to collect your ski pass at one of the around 50 ticket offices located in all 12 Dolomiti Superski valleys. This expansion of the range of ski passes

purchasable online, is designed to allow skiers to avoid queues at ticket sales points. Because Dolomiti Superski takes care of its customers.

Ski-Pass Services at Hotels

A service that has already existed for many years will be offered again this season, taking on greater importance. The Hotel Ski Pass Service allows skiers to buy the preferred pass online and then conveniently find it waiting in their hotel room upon arrival – thanks to a collaboration with accommodation providers, who will receive a copy of the voucher in advance and collect the ski pass for their guests. This is another way to help avoiding queues at the physical points of sale. In addition, hoteliers and other accommodation providers will proactively advise their guests to use the online shop during the booking process.

New Skiers Map

An innovative Skiers Map, which displays how busy the main lifts are at a specific the moment, will be available inside the new Dolomiti Superski app. The map will also be integrated into the 3D ski map on our website. By measuring the percentage of lift capacity used within a unit of time, the map allows the skier to decide when to use which lifts, and therefore avoid possible crowds.

Holiday Calendar

Based on historical data from the last five years, Dolomiti Superski provides a table with forecasts of inflow to the ski slopes on each individual day of the season. In this way, the user can plan a holiday in such a way as to avoid the periods of greatest influx.

Regulation of Lift Lines

The regulation of the lines at the lifts must be made by the public authorities. However, Dolomiti Superski has sensitized all lift operators to adopt suitable measures to guarantee social distancing where possible and alternatively to promote the use of masks, in the interest of the users and in line with the "We care about you" campaign.

Skier Responsibility

None of the planned measures will be effective if the skiers themselves do not make their own contribution and strictly follow the rules provided. Dolomiti Superski will provide information material at the points of greatest contact with guests (tickets sales points, ski lifts access, parking lots). To raise awareness among skiers, explanatory motion graphics will also be transmitted on big screens at the main valley and mountain stations.

Dolomiti Superski cares about its customers and is fully committed to guaranteeing them a relaxing and memorable holiday, which is as safe as possible. More details about individual safety measures are available on the website dolomitisuperski.com.



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