

# PRESS FOLDER

**The Val Gardena - Alpe di Siusi  
Lift Association celebrates  
the 50<sup>th</sup> Anniversary of  
DOLOMITI SUPERSKI**



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**INTRODUCTION:** The Val Gardena - Alpe di Siusi Lift Association is celebrating the 50th Anniversary of Dolomiti Superski with a special gala dinner, organized in collaboration with the Ski World Cup. This event marks 50 years of success and innovation in winter sports and tourism.

Here, in the heart of the Dolomites, the association has left its mark on the skiing industry.

Already after World War II, the association presented itself as an efficient and integral organization, which promoted the growth of all tourist activities thus contributing to the popularity of the entire area. The Alpine Ski World Championships in Val Gardena in 1970 further increased its fame and success.

In 1968, Erich Demetz, former President of the Selva Tourist Association, proposed the creation of a joint lift pass for Val Gardena, due to the development and improvement of the existing transport facilities.

In 1971, the Val Gardena - Alpe di Siusi Lift Association was officially founded and later transformed into an organization that included 75 lift facilities, the most challenging slopes and most beautiful scenery, fostering the passion of all ski enthusiasts. Investments were constantly made in order to offer the latest and highest technological standards.

In 1973, it was noted that skiers were increasingly seeking variety and that the ski areas around the Sella Massif were mostly connected. Pioneers like Erich Kostner, Gianni Marzola, Erich Kastlunger, Fiorenzo Perathoner and others founded Dolomiti Superski in 1974. The creation of a ski carousel that offered skiers the opportunity to immerse themselves on the most beautiful slopes of the world, surrounded by stunning mountains: the Dolomites.

The Val Gardena - Alpe di Siusi Association participated as the largest association from the beginning by signing the founding document through former President Franz Perathoner. Through the commitment with the other valleys, which grew from initially 6 to 12, not only does it promote the practice and joy of skiing as a sport, but above all it continues to share and divulge the majesty and charm of the Dolomites.

**Today, Dolomiti Superski offers 450 lift facilities and over 1200 kilometres of slopes.**

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