



PRESS RELEASE NOVEMBER 14, 2025

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SUPERSKI

DOLOMITI SUPERSKI – THE COUNTDOWN 25-26 BEGINS

Dolomites – Today, November 14, 2025, the official countdown to the 2025–26 winter season of Dolomiti Superski begins. That day marks the start of the presale for the highly popular “Dolomiti Superski Family” offer, which allows families to ski for less than half the regular price. If the family group is the same like in the seasons 2024-25 and all My Dolomiti Cards have been kept, last year’s subscriptions can be reactivated also through the online shop. At the same time, the central skipass offices reopen for customers who prefer in-person assistance.

Meanwhile, lift operators are completing the final technical preparations and, along with all winter sports enthusiasts, are awaiting the mid-November cold snap that will allow snowmaking systems to start up, as well as the first natural snowfalls that will cover the Dolomites in their unmistakable winter scenery. The first official **openings** are scheduled for **November 29**, while the remaining valleys – **Sellaronda included** – will open starting **December 4**.

The 51st season of **Dolomiti Superski** brings numerous infrastructure upgrades completed during the summer and fall: a **total investment of €215 million** enabled the replacement of 13 outdated lifts with modern, high-performance systems in 9 of the 12 valleys, the modernization of snowmaking systems, and improvements to several slopes, which are now smoother and safer. At the same time, Dolomiti Superski continues to **allocate significant resources** to **support families and young skiers**, offering a wide range of dedicated **benefits**.

Dolomiti Superski Family: ski for a maximum of €39 per day

Available in **presale from November 14–27, 2025**, this offer allows families (minimum 3 people) to share a package of prepaid ski days: at least 10 per family member, freely usable by anyone in the group based on their preferences. In the initial package, **the price per ski day does not exceed €39 per person**, and once the initial allotment is used up, the family can add another 10 to 30 days at a slightly higher rate. Each member can ski independently; ski days are automatically deducted at the first lift access, and the remaining balance can be checked at the turnstiles, at ticket offices, or on the online My Dolomiti community. A major **benefit for families with young children: kids under 8** (born 2018–2022) **receive a free season pass** as long as a parent purchases the Superski Family formula. Online renewal is available for families who used the offer last season, as long as no changes were made to the family group and if all My Dolomiti Cards have been kept.

Kids go free: children under 8 ski at no cost

For all skipasses from 1 to 31 days (excluding season passes, Superdays, value cards, Superski Family, and DTL Directly to the Lift), **children under 8 ski for free** when their skipass is purchased at the same time as an adult skipass of the same type and duration. If the passes are not purchased together, a **50% discount** off the adult price applies. The offer is valid for children born 2018–2022.

Youth Bonus: 30% off for all minors over 8

Youth skiers born 2008–2017 **receive 30% off** the adult price on skipasses valid 1 to 31 days. This program — expanded last year for the 50th anniversary of Dolomiti Superski — will be renewed, as it represents an important and substantial investment to encourage young people to participate in winter sports.

Seasonal savings for families

A **season pass for children under 8 is free** when purchased together with a parent's season pass. For **junior skiers** (born 2008–2017), the price is reduced to **€335 instead of €650** with proof of family status. For larger families, purchasing four season passes (2 adults + 2 juniors/children) grants an additional benefit: from the third junior/child pass onward, the passes are free, providing concrete support to families with multiple children.

5% off for online skipass purchases

The **online shop** continues to grow in importance: purchasing a daily or multi-day skipass **at least two days before validity start** grants a **5% discount**, helping offset inflation-related price

adjustments. Nearly all Dolomiti Superski skipass types are available online, and the newly improved price calculator makes the purchasing process even more streamlined.

Dolomiti Superski encourages guests to load all skipass types onto the reusable **My Dolomiti Card**, which helps significantly reduce the use of disposable plastic cards – saving several tons of plastic each year.

In the ski areas of Alta Badia, Val di Fassa-Carezza, Alpe Lusia-San Pellegrino, and San Martino di Castrozza-Passo Rolle, the new Dolomiti Superski **“SmartPass”** will be tested. This system allows guests to load the local ski passes of the mentioned resorts directly onto their smartphones. Thanks to the new **BLE** (Bluetooth Low Energy) **technology**, the smartphone will activate the lift access gates once the valley ski pass purchased in this way—also available through the online shop—has been enabled on the smartphone. The device must be carried on the **left side of the body** and have **sufficient battery power**.

Guests are also reminded that, in addition to the **mandatory third-party liability insurance**, **helmet use will be required for all skiers in Italy starting November 1, 2025**. Compliance will be monitored by law enforcement officers assigned to slope safety.

You can find all details also on dolomitisuperski.com

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