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ONE STEP CLOSER TO THE FUTURE WITH THE SMARTPASS

(Dolomites) – The second trial season of Dolomiti Superski's SmartPass is drawing to a close. SmartPass is the mobile version of the ski pass, installed on the smartphones of users participating in the functional testing phase. Following its debut last year in San Martino di Castrozza – Passo Rolle, the project was expanded this winter to include the ski areas of Alta Badia, Alpe Lusia – San Pellegrino and Val di Fassa – Carezza. Satisfaction with the progress achieved continues to grow, while a further expansion is already being prepared for the coming season.

Dolomiti Superski is thus continuing its path of digital innovation with the second winter season of SmartPass testing. The system enables direct access to lift facilities using a smartphone. After the pilot launch last season in San Martino di Castrozza, SmartPass is now active also in the ski resorts of Alta Badia, Alpe Lusia / San Pellegrino and Val di Fassa / Carezza. Here it is being tested on a broader scale and progressively optimised to offer skiers an increasingly simple, seamless and modern experience. In numerical terms, during the current season more than 6,700 SmartPasses have been sold for a total of 16,600 ski days, generating 140,000 lift accesses in the valleys involved.

The current testing phase is limited to local (valley) ski passes. Customers purchasing online can choose between the traditional version loaded onto the MyDolomiti Card or disposable

cards or activate SmartPass directly on their smartphone. The process is intuitive: using the free MyDolomiti App, users scan the QR code on the voucher confirming the online purchase of their ski pass. They then click on the generated link to associate SmartPass with their device. At the lift gates, it is sufficient to approach the turnstile as usual, keeping the smartphone in a pocket on the left-hand side of the body. And the skiing experience can begin.

“It is a step towards the future that we decided to take as soon as the technical conditions allowed us to do so. On the one hand, we see significant convenience for our guests; on the other, we expect environmental benefits as well, by avoiding the production of several tonnes of plastic media used for traditional ski passes, especially disposable ones,” explains **Marco Pappalardo**, Marketing Director of Dolomiti Superski.

From a technical standpoint, SmartPass has been made possible primarily thanks to BLE technology (Bluetooth Low Energy). While Bluetooth data transmission itself is not new, its former high energy consumption made the implementation of a smartphone-based ski pass problematic. The risk of users running out of battery power during a day on the slopes – and consequently encountering difficulties at the lift gates – was simply too high. With the introduction of BLE, which operates with significantly lower energy consumption, battery life is preserved, ensuring full device functionality throughout the skiing day. **“This technological leap forward has allowed us to embark on this new path with confidence and enthusiasm, knowing that previous technical limitations are no longer an obstacle. Once again, Dolomiti Superski is ready when innovation moves forward,”** states **Gianni Rasom**, Engineer and Technical Manager of Dolomiti Superski.

To use SmartPass correctly, a compatible device with Android 8.0 or later, or iOS 16.0 or later, is required. Some Huawei models are currently not supported. Users are in any case advised to verify their device compatibility before purchasing or activating the service.

An especially interesting phase of the season is now beginning for those wishing to test this innovation firsthand – a solution that is expected to become standard in the coming years. From 14 March, the **Dolomiti Springdays** promotion will start in its L version, offering 7 nights for the price of 6 (and 6 days of ski pass for the price of 5), along with attractive conditions for ski school and equipment rental. From 21 March until the end of the season, the S version will be available, featuring 4 days of accommodation and ski pass for the price of 3.

Guests opting for a local ski pass can select the SmartPass function during the online purchase process. Furthermore, those who buy their ski pass online at least two days before the start of its validity benefit from an additional 5% discount on the price.

At the end of the 2025/26 winter season, the results of the second testing phase will be carefully analysed, with the aim of further refining the service and evaluating its gradual extension to an increasing number of ski areas within the Dolomiti Superski circuit.

With SmartPass, Dolomiti Superski reaffirms its commitment to delivering a skiing experience that is increasingly digital, efficient, sustainable and future-oriented.

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Dolomiti Superski Media Office

Diego Clara

press@dolomitisuperski.com

Phone: +39 339 7332607