PRESS RELEASE

**ALTA BADIA**

**AN OUTDOOR HOLIDAY IN THE MIDST OF NATURE**

**Trekking, hiking, free climbing, bike touring or paragliding are just some of the activities that can be enjoyed in the heart of the Dolomites a UNESCO World Heritage site. Alta Badia is the ideal place, where you can safely experience precious moments of pleasure in the mountains.**

**Alta Badia (South Tyrolean Dolomites/Italy) –** The wide range of activities, which can be practised with or without a guide, according to the needs and preferences of each individual person, is ideal for discovering Alta Badia, in a direct relationship with the mountains in their most authentic dimension. Sport, wellness and nature offer a unique concentration of outdoor emotions. And at sunset, the majestic peaks of the Dolomites are tinged with a delicate pink, providing the natural spectacle known as *enrosadira*. This valley is able to combine in an extraordinary way the beauty of the Dolomites, a UNESCO World Heritage site, with Ladin tradition and culture and an excellent tourist offer.

**REACHING ALTITUDE WITH THE SKI LIFTS**

Reaching 2000m without effort is easy using the ski lifts, open in Alta Badia from 15 June to 6 October 2024. Thanks to this means of transport, you can comfortably reach the Movimënt Parks and the La Crusc Summer Park, which offer sports and recreational activities for both children and adults.

The summer opening of the ski lifts should also be seen in terms of environmental protection, since using these means of transport reduces the emissions caused by car traffic. This service has been further enhanced, thanks to the summer opening of the Borest cable car, the perfect means of travelling between Corvara and Colfosco without the use of a car. From the Colfosco station, you can continue with the lifts in the direction of Valle Stella Alpina, or take the Plans-Frara lift to Passo Gardena. The La Fraina and Bamby chairlifts on the Piz Sorega and Piz La Ila plateau, on the other hand, conveniently connect the villages of La Villa and San Cassiano.

A total of 19 lifts are open during summer 2024, which can be used by purchasing the Alta Badia Summer Card. Thanks to the collaboration with Moovit, it is possible to find all the necessary information for getting around Alta Badia with the ski lifts and public transport.

MOVIMËNT AREA

The Movimënt Parks are located at Piz La Ila, Piz Sorega, Pralongiá and Boé, and conveniently reachable by ski lifts, thanks to the Alta Badia Summer Card, which gives access to 19 lifts throughout Alta Badia. The Movimënt Parks are connected by pleasant trails, to be covered on foot or in the saddle of the E-bikes, which can be rented at the top station of the Piz La Ila, Piz Sorega and Col Alto lifts, or at the rentals in the valley.

The Bike Beats Alta Badia Trails represent a strong attraction within the Movimënt Area. These are "Country Flow" circuits, i.e. flowing trails, reserved exclusively for mountain bikes or e-bikes, with containment parabolics and jumps of easy/medium difficulty.

The Movimënt area is characterised by being a dog-friendly zone. Dogs, accompanied by their owners, are welcome and are given various treats, such as a biscuit at the start of the cable car. There are dog bars at some of the huts, and dog toilets can be found along the trails. On hot days, there are tubs reserved for our four-legged friends to cool off in. [www.moviment.it](http://www.moviment.it)

SUMMER PARK LA CRUSC

The La Crusc Summer Park is set up at the mountain station of the four-seater chairlift of the same name. It is an educational park, dedicated entirely to families, in which children have the opportunity to learn while having fun at the various stations, which are connected by a circular path. Giant wooden chairs, large animal-shaped loungers, the dragon cave, water games and the mini zoo are just some of the attractions that enrich the park. Among the attractions is also the Kneipp path, which, thanks to the properties of the stones and water, gives the body a sense of well-being and relaxation.

Definitely not to be missed is a visit to the Santa Croce sanctuary, easily reached by cable car from the Summer Park La Crusc. It is a place, frequented every year by many pilgrims. [www.santa-croce.it](http://www.santa-croce.it)

**4 PEAKS ALTA BADIA: FOUR SUMMITS, ONE CHALLENGE**

Everyone who takes on the “4 Peaks Alta Badia” challenge can look forward to adventure, adrenaline and breath-taking views. The aim is to climb the four peaks Sas dla Crusc (Sasso Santa Croce) 2,907m, Sasso delle Dieci (Cima Dieci) 3,026m, Lavarella 3,055m and Conturines 3,064m. These demanding tours take excursionists literally up hill and down dale. Climbers follow well-maintained trails, paths and also via ferratas up to the peaks through the awesome Dolomites. Some exposed, unsecured sections of the route add an extra sense of adventure. For those who want to avoid exposures there will be an alternative longer path. To take on the “4 Peaks Alta Badia” challenge, participants need first to register online at [www.4peaks.it](http://www.4peaks.it). All those who complete all four summits in two or more days bear the title “Alta Badia Finisher”. And those who succeed in climbing the four peaks within a single day will be named “Alta Badia Mountaineer” and be granted a place of honour on the online “Wall of Fame”.

**“LES CORDES”, A VIA FERRATA LEADING TO THE GARDENACCIA PLATEAU**

For decades now, the farmers of La Villa have been taking their cows and horses to the alpine pasture of the Gardenaccia plateau, the mountain in the Puez-Odle Natural Park, that symbolises their village. The villagers once knew a direct path to get here, which was steeper and more challenging than the ones used by enthusiasts today. This path was called “les cordes” (*“the ropes”* in Ladin) and is precisely where the new via ferrata of the same name was created. The starting point for this via ferrata can be easily reached from the Gardenaccia chairlift, which drops hikers off just 5 minutes from the start. This via ferrata can only be used with appropriate equipment and less-expert climbers are advised to tackle it accompanied by a mountain guide.

**DOLODIS: A WEEK DEDICATED TO GEOSCIENCES**

The geology week, scheduled from 9 to 12 July, is a festival dedicated to the Geosciences, with the aim of answering all questions concerning the history and conformation of the Dolomites, a UNESCO World Heritage Site since 2009. The calendar offers a succession of daily appointments, aimed at an audience of all ages, to discover the great geodiversity of the Dolomites, with a focus this year on the element of 'Water'. Educational corners to discover the geology of the Dolomites, excursions into the heart of these multifaceted mountains, an exhibition on the theme of water, and lectures by numerous experts in the field will ensure that those interested can find the answers to the many questions they have about the Dolomites and the surrounding landscapes.

**WALK WITH US: WEEKLY HIKES WITH EXPERT GUIDES**

Throughout the summer, Alta Badia offers a wide range of guided hikes on a weekly basis as part of the 'Walk with us' programme, ideal for the most demanding tourists.

The hikes are divided into different themes - culture, nature, adventure - and according to the different degrees of difficulty of the itineraries - easy, medium, challenging. Together with competent local guides, hikers have the opportunity to discover the Fanes-Senes-Braies and Puez-Odle Nature Parks, the most hidden paths, and to learn about the peculiarities of the surrounding flora and fauna and the geology and morphology of the Dolomites. To participate in the guided hikes, registration is compulsory by the day before the date of the chosen hike, at the Tourist Offices in the valley, or from this year also online at www.altabadia.org.

**LA SPORTIVA LAVAREDO ULTRA TRAIL BY UTMB**

The start of the Lavaredo 80 K trail running race on Saturday 29 June will take place in Alta Badia, specifically in the village of La Val. This is a race of 80 km and 4,600 m of altitude difference, in which one will immerse oneself in suggestive Dolomite landscapes, passing through alpine meadows, traditional mountain huts and valleys. The route leads through the historic 'viles' of the village and then to the Sant'Antonio pass. It continues towards the Lavarella and Pederü refuges. Past the Fodara Vedla hut, past the Sennes and Biella huts to the Ra Stua hut, where the route of the Lavaredo 120K crosses, before crossing the finish line in the centre of Cortina d'Ampezzo.

**DELICIOUS FESTIVAL DOLOMITI**

The trail running event on the trails of the Dolomites takes place on Saturday, 28 September and comprises three races of 43 km, 35 km and 22 km. The Medium Delicious Trail Dolomiti is the race that starts in Alta Badia, precisely in the centre of La Villa, and heads towards the Artists' path, where participants take the uphill path on the final section of the Altin slope to reach the last part of the Gran Risa slope, where the Alpine Ski World Cup races are held every year. From the plateau they reach the Störes meadows and then the Armentarola resort, where the uphill section to the summit of the Piccolo Lagazuoi begins. From here, the route descends to Pocol, a village above Cortina d'Ampezzo, where the finish is located. Culinary specialities will be offered to participants along the route at the Alta Badia huts Club Moritzino, Bioch, Pralongiá and Scotoni.

**KARPOS AND ALTA BADIA: TWO PARTNERS OF EXCELLENCE FOR OUTDOOR ACTIVITIES**

Alta Badia and Karpos, Italian excellences in tourist destinations and technical clothing, are intensifying their collaboration in order to create synergies and quality products with a sustainable perspective.

Hiking and mountaineering, but also trail running, climbing and mountain biking: Alta Badia is the home of the outdoors. For a destination of excellence that experiences the mountains in all their facets, what better partner than those who 'recognise the mountains as their home' and share important values such as quality and sustainability in all its aspects. In fact, Karpos aims to be "a brand that is increasingly attentive to its ecological footprint and sustainability".

**For further information:** Alta Badia Tourist Information Offices – [www.altabadia.org](http://www.altabadia.org) – Tel.: +39 0471/836176-847037 – Email: info@altabadia.org

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