

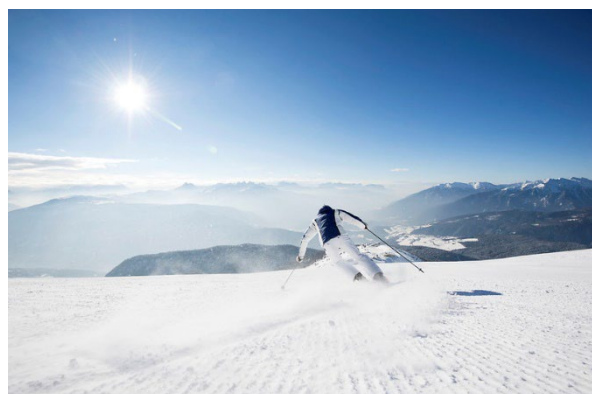


Information, facts & figures

Gitschberg Jochtal ski & holiday area in winter

The ski area

- › 55 km of ski pistes with guaranteed snow at altitudes of 1,307 to 2,510 m on the sunny south-facing slopes of the Pfunderer mountains in front of the Dolomites
- › 11 blue pistes, 9 red pistes, 4 black pistes
- › 95% of the ski pistes with snowmaking facilities
- › Approximately 230 snowmakers
- › 65,000 m³ capacity reservoir for snowmaking in the Jochtal ski area and 90,000 m³ on Mt. Gitschberg
- › 15 lift facilities providing access to the ski pistes in comfort
- › 3 certified ski schools with 'child-friendly' accreditation
- › 2 children's parks with all-day care: the Gitschberg Jochtal ski area is one of the most family-friendly ski areas in Italy
- › 1 Gimmy Fun Ride with steep curves, small jumps, tunnels etc.
- › 3 viewing platforms with breathtaking panoramas over more than 500 peaks and mountains
- › 22 rustic mountain huts serving traditional specialities
- › Gitschberg Jochtal - Brixen builds one skirama, where one single pass grants access to the 11 km of pistes and 26 lifts in the area of Bressanone. The region comprises the ski areas of Gitschberg Jochtal and Plose, as well as the lifts in Funes, Velturmo and Luson.
- › The ski area Gitschberg Jochtal is part of Dolomiti Superski, the world's largest ski circuit with over 1,200 km of slopes.



Winter highlights

- › 22 huts and lodges offering refreshments, 10 of which are outside the ski area for hikers and tobogganists
- › Winter hiking area with an extensive network of marked tracks and the opportunity to walk to more than 10 huts within the ski area and meet up with family and friends who are skiing
- › Cross-country skiing:
 - › Vals (7 km, with snowmaking facilities)
 - › Rodenecker-Lüsner Alm (15 km)
 - › Terenten (7 km)
- › Tobogganing:
 - › Brimi Winter Run at the Gitschberg mountain station (6.75 km, also with snowmaking facilities)
 - › Schilling in Vals (also with snowmaking facilities)
 - › 2 slopes in Terenten
- › Dance of the Vampires: disco fever at 2,000 m every Tuesday in the Jochtal mountain restaurant
 - › Cable car opening times: 8 pm to 11.30 pm
 - › Slope open for ski tourers and snowshoe hikers from 6 pm
- › Torchlit walk at the Grossberg hut in the Altfass valley
- › A variety of events throughout the season, including Gitschberg Jochtal Rocks, Speck Aperitivo etc.
- › Weekly programme

The Cavaliere

The Gitschberg Jochtal ski area's charming piste guide.

The charming Cavaliere is here to help and advise our ski guests. Whether you have lost your piste map, forgotten your handkerchief or want to know the way to the nearest mountain hut, he will be pleased to help you. He knows the mountains inside out and can give you tips for the best views, the cosiest huts and the tastiest food!

Weekly programme (subject to change)

- › Tuesday: Presentation of a snow groomer at the Jochtal ski area at 2 pm
- › Wednesday: Aperitif on the snow at the Vals valley station at 10 am
- › Thursday: Gitschberg Jochtal ski safari at 10 pm and presentation of a snow groomer at the hut Gitschhütte at 2 pm and torchlight hike in Vals at 5.30 pm
- › Friday: Aperitif on the snow at the Nesselbahn summit station at 10 am



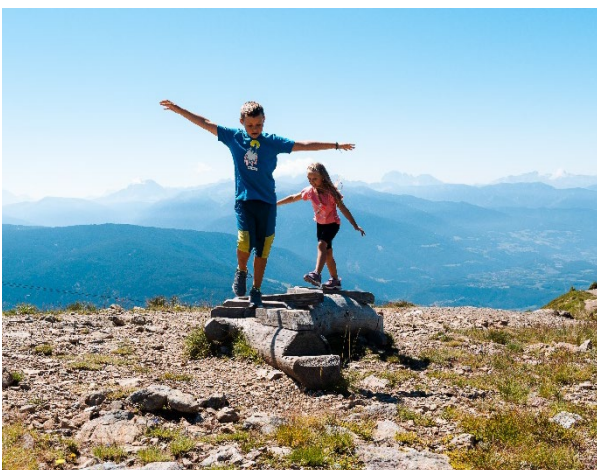
Gitschberg Jochtal ski & holiday area in summer

Summer: Almencard

- › Free use of lift facilities Gitschberg and Jochtal, in selected periods
- › Free travel on all public transport in South Tyrol
- › Free entry to more than 90 museums across South Tyrol
- › Wide-ranging programme including hikes and cultural and child-friendly activities

Summer highlights

- › Children's parks on the mountains:
 - Gitschberg Sun Park
 - Jochtal Adventure Park
- › 37 huts and lodges serving refreshments
- › Fane Alm – the most beautiful alpine pasture in South Tyrol
- › Altfass valley – high alpine pasture above Meransen
- › Pfunderer Valley
- › Rodenecker-Lüsner Alm – the longest high alpine pasture in Europe, and the second biggest alpine pasture in South Tyrol after Seiseralm
- › Terenten with the Mittls Path and the Earthpyramids
- › Weekly programme



History of the ski area

Gitschberg AG

- 1957** Construction of the Mühlbach-Meransen cable car
- 1962** 'Hoferlift', the first ski operation in Meransen – this was not yet Gitschberg AG
- 1967** Proposition to develop Mt. Gitschberg
- 1969** First road built from Weidental valley to Meransen
- 1970-75** Development of Gitschberg and construction of these lifts in Meransen: Sergerwiese, Kinderlift at Kieneralm, Nesselwiese, Mitterwiese, Breiteben and Gitschlift and the two village lifts Pobist and Brunner
First use of snow cannons
- 1976** Construction of the road from Mühlbach to Meransen
- 1982** Building of the cable car on Mt. Gitschberg (first detachable gondola from Leitner in cooperation with POMA), giving a boost to the region that lasted until the 1990s
- 1989** Construction of a descent and snowmaking facilities
- 1990** Winters with little snow and a decline in visitor numbers during the decade
- 1996** Construction of the Breiteben chair lift, shortening of the Sergerwiese ski lift
Concrete plans for a cable car to connect Vals and Meransen
- 1998** Building of the Gitsch chair lift and snowmaking system
- 1999** Feasibility study with positive results
- 2000** Construction of the Pobist snowmaking facilities
- 2002** Construction of the GD 8 Nessel cable car and snowmaking facilities
- 2003** Construction of the GD 8 cable car, creation of Sergerwiese snowmaking facilities
- 2009** Construction of the Brunnerlift snowmaking facilities and the paths linking the village lifts to the cable car's valley station
- 2011** Merger of Gitschberg AG and Jochtal AG

Jochtal AG

- 1967** Proposal to develop the alp of Spinges around Jochtal
- 1976** Construction of the Jochtal chair lift and the Hinterberg and Steinermandl ski lifts, opening of the ski area
- 1978/79** Construction of the Schilling ski lift
- 1984** Commissioning of the Tasa ski lift
- 1986** Lengthening of the Tasa ski lift
- 1990** Winters with little snow and a decline in visitor numbers during the decade
- 1995** Building of the Mitterling ski lift
- 1996** Concrete plans for a cable car to connect Vals and Meransen
- 1999** Construction of the GD 8 Jochtal cable car as a replacement for the earlier chair lift
- 2002** Construction of the Hinterberg chair lift and dismantling of the ski lifts Hinterberg and Steinermandl
- 2004** Commissioning of the Steinermandl chair lift
- 2011** Merger of Gitschberg AG and Jochtal AG

Gitschberg Jochtal AG

- 2011** Construction of the GD 8 Schilling and GD 8 Gaisjoch cable cars and the Schilling snowmaking facilities
- 2012** Opening of the new Schilling piste
- 2013** Start of construction of the Schwandt piste
- 2014** Construction of a reservoir in Jochtal and the Hinterberg snowmaking facilities
Completion of the Schwandt piste and the Schwandt snowmaking facilities
- 2015** Upgrading of the Jochtal snowmaking system
Widening of the path to the Steinermandl panorama platform
- 2016** Construction of a new path to the Gitschhütte hut
- 2017** Construction of a new toboggan run Brimi Winter Run at Gitschberg
- 2018** Construction of the gondola lift GD 8 Ski Express as a replacement for the earlier lifts Sergerwiese and Breiteben
Construction of the piste Wastl Huber on the Gitschberg
Start of the renewal of the snowmaking system at Gitschberg
Construction of the piste Gimmy Fun Ride in Jochtal
- 2019** Construction of a reservoir Grabenkreuz at Gitschberg
Completion of the snowmaking system at Gitschberg

Strategic alignment – Gitschberg Jochtal ski & holiday area

Family



The ‘family’ theme is woven through all seasons and across all the region’s businesses and products. Gitschberg Jochtal boasts two family hotels with a very high number of overnight stays, as well as a large number of small-scale family-focused accommodation providers.

The three local ski schools are oriented towards families and children, and have already received many honours for their excellent work with these target groups. The

ski schools operate two children’s parks that give a child-sized introduction to skiing under the guidance of pedagogically trained ski instructors.

There are also a number of family-friendly themed hiking paths for a special day out.

Skiing



Skiing, along with the development of the ski areas in the early 1970s, has stimulated tourism in Gitschberg Jochtal and is the driving force behind the region’s economic upswing.

Skiing remains the primary reason for booking holidays in winter.

The construction of the cable car route linking the two ski areas in 2011 led to Gitschberg and Jochtal becoming the biggest ski area in the Eisacktal valley.

The ski facilities in the Gitschberg Jochtal area are primarily aimed at families, with a large number of wide, gentle ski pistes. Prices are set at family-friendly levels and alternative winter activities are offered that are also suitable for this target group, the requirements of which will continue to be a priority in terms of future investments.

Hiking & Alpine farms



The combination of hiking paths and alpine farms found in the Gitschberg Jochtal area is unique to South Tyrol.

In the summer months, over 100 alpine pastures are farmed and more than 37 alpine huts open their doors to tourists.

Fane Alm is the prettiest and largest alpine village in South Tyrol and has become one of the region's major tourist attractions. The Rodenecker-Lüsner Alm is the longest high

pasture in South Tyrol and a much-loved destination thanks to its quaint character and exceptional panoramic views.

In summer, the cable cars and various shuttle services make the alpine pastures easy for families to reach; many of the hiking paths start at an altitude of 2,000 metres. There is a strong emphasis on cooperation between agriculture and tourism in the region, and the area's 10 alpine and farmyard cheese makers are almost totally reliant on successful tourism, especially the hiking segment.

The town of Mühlbach is the heart of the walking area, as all hiking destinations and cable cars are accessible from Mühlbach using public transport.

Food & Beverage



South Tyrol is making a name for itself as a place of culinary interest, and Gitschberg Jochtal is no exception. In summer, 37 alpine farms and huts provide refreshments, with 22 open in winter. The numerous honours awarded by both local (Dolomites) and international institutions (Gault Millau) bear witness to the high standards upheld by the region's farms.

The culinary theme, however, is not limited to the offer of mountain farms. The local cuisine can compete on an international level. This is especially the case with upmarket hotels, with the number of 4-star hotels in the region quadrupling in the past 10 years. The occupancy rate in this category is well developed and guests have high expectations of the cuisine. Upmarket hotel operators strive to promote culinary excellence by offering a well-balanced combination of South Tyrolean and Mediterranean cuisine.

Gitschberg Jochtal is focusing on the culinary theme when developing new promotions. It devises events based around the theme in all seasons and implements them in cooperation with local operators. Examples of such initiatives include festivals like 'On the path of Alpine cuisine', 'The taste of history' and 'Full moon dinner', as well as farmers' markets, farm visits with food tasting, and many more.

Photographs

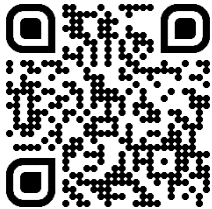
A selection of summer and winter photographs along with our logos and maps:
<https://www.flickr.com/photos/155991625@N03/albums>

We will be happy to send further photos at any time on request.

Videos

https://www.youtube.com/channel/UCE4QLccij5CzZhns1Jr5uQQ/videos?shelf_id=0&view=0&sort=dd

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Social Media

Facebook <https://www.facebook.com/GitschbergJochtal.RioPusteria/>
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