

Press release:  
Summer 2010



## **A paradise for summiteers, connoisseurs and culture lovers**

Summer in Val Gardena/Gröden valley offers new attractions and sports offers

**Legendary 3000-metre high mountains in the UNESCO world heritage site of the Dolomites, paths with panoramic views over wide expanses of alpine meadows with famous huts and mountain restaurants, fantastic cycle tours for sportspeople and amateurs and extreme sporting events with cult status entice visitors to South Tyrol. In summer, Val Gardena/Gröden offers a tremendous variety of leisure activities. Together with the charm and traditions of the people in the valley, a holiday here becomes an unforgettable experience.**

On this Sunday morning in June, the entire Val Gardena is out and about. And not just on foot but also on two wheels. There's no way that the locals are going to miss out on the Sellaronda Bike Day. Children, parents and grandparents get on their bikes and look forward to an enjoyable tour up to the legendary Sellaronda passes that, on this day, are closed to cars and are the exclusive preserve of cyclists. Cyclists work up a sweat when contending with the altitude difference of up to 700 metres up to the mountain passes Passo di Gardena/Grödner Joch or the Passo di Sella/Sella Joch. However, the day is so pleasurable because everyone can cycle together at a leisurely pace, enjoying unique views of the Sasso Lungo/Langkofel, Sellamassif and Marmolada/Marmolata. An espresso here, a panino there for refreshment – and then it's back on the road again. However, the Sellaronda Hero is something completely different. An extreme mountain bike race that is held the day before the Sellaronda Bike Day and that, covering a distance of 90 kilometres and ascending up to a height of 4,200 metres, is regarded as one of the world's most challenging races. However, the people of Val Gardena are not just passionate about getting out onto their mountains this weekend (26-27 June 2010). They enjoy the magnificent mountain landscape and countless opportunities throughout the summer season. There's no doubt that this is the best recommendation of all for visitors.

### **Diverse active programme**

Whoever wants to conquer the mountains on foot will find a diverse offer including everything from classical, leisurely walks and sporty mountain runs to challenging climbing tours.

The Val Gardena Alpine Week from 11 to 18 September is an absolute highlight. The programme includes guided walks and climbing tours with the "Catores" alpine school. The supporting programme also offers great variety, including a talk by the German extreme mountaineer, Stefan Glowacz. The Val Gardena Extreme Marathon on 5

September promises excitement for participants and spectators alike. It starts in the village of Ortisei/St. Ulrich and covers a distance of 19 kilometres and an altitude difference of 1,475 metres to the finish line at the famous Forcella del Sassolunga/Langkofelscharte.

The Val Gardena Climbing Master on 24/25 July 2010 in the centre of Ortisei promises extreme sports par excellence. Whoever is interested in challenging, high alpine tours will find experienced mountain guides and reliable companions at the numerous alpine schools.

Leisurely walks are one of the strengths of the Val Gardena offer. This is why Val Gardena Active, the one-week programme for the active guest who is interested in both sport and culture, as well as the magnificent mountain world, is one of the particularly popular leisure offers. Val Gardena Active includes leisure fun for the whole family, ranging from guided excursions in the Puez Odle/Puez Geisler national park, sunrise walks with wild animal watching and mountain bike courses to children's programmes and cooking courses with subsequent tasting. Experience the mountains and enjoy the holidays. Val Gardena provides the perfect setting for this. For example, with the Val Gardena Sky Dinner, an extraordinary gourmet meal. In the cable car that travels from Ortisei to the Alpe di Siusi/ Seiser Alm alpine pasture, enjoy a five-course candlelit meal cooked by the chefs from the best gourmet restaurants in the valley. Dine in a romantic atmosphere and enjoy the fantastic view of the peaks of the Dolomites. Dates are the 7 and 14 July 2010. Make sure you book early as places in the cable cars are very much in demand.

And whilst we're talking about pleasure, Val Gardena offers another fascinating innovation. In summer, the famous Emilio Comici Hütte mountain restaurant at the foot of the steep walls of the Sasso Lungo shows itself from a completely different side. The tradition-conscious inn first became famous for its select fish specialities. Since the summer, it has been the highest herb restaurant in the Dolomites, located at a height of 2,140 metres with herb garden and petting zoo for children.

### **Lots of fun and friendly prices: the Val Gardena family programmes**

This summer, not only the newly styled Comici Hütte offers an optimum destination for the whole family. During the Val Gardena Children's Weeks, one-week programmes with lots of surprises and an exciting atmosphere await the whole family. Until 17 July, there will be numerous entertainment programmes with climbing courses, barbecues, fishing and children's parties. In addition, during this time, accommodation packages will offer particularly good value for money and this will please parents particularly.

Customs and traditions, culture and art have always been very important in Val Gardena. This has had a beneficial effect on the leisure offer for holiday guests. For example, the world-famous Val Gardena wood carvers. Whoever is interested in impressive craftsmanship, which is not just classical but also extremely modern, should pay a visit to

the Galeria Unika near Ortisei. The gallery is also the venue for the Val Gardena Sculpture Fair from 3 to 5 September. Another date to put in the diary is the Val Gardena Biennale. The exhibition of contemporary art in the elegant pedestrian zone of Ortisei takes place from the middle of June until the beginning of October.

This summer, Val Gardena's most famous inhabitant will be at the centre of another event. Film evenings and exhibitions will take place to mark the 20<sup>th</sup> anniversary of the death of Luis Trenker, the legendary mountaineer, author, film actor and architect. In addition, there will be a themed route to the various film locations.

The historical procession in Ortisei will also take place in July. On 4 July 2010, the celebration will mark 125 years of tourism in Ortisei.

Apart from the many events, every day of the year, the famous Dolomite valley provides a fascinating leisure offer with Nordic walking, guided hikes, climbing tours, tandem paragliding flights and cooking courses. For individual excursions on foot or by bike, go to [www.valgardena.it](http://www.valgardena.it) and download the GPS data.

However, fun does not have to cost a fortune. The numerous value package offers of the Val Gardena guest establishments and the proven and popular Valgardena Card make sure of that. The mobility card for the summer is available for three or six days. For 55 or 69 euros (adults), visitors can use twelve lifts as often as they like and also travel free of charge with the Val Gardena local buses.

**For further information, RSS Newsfeed  
and to download text and images go to press area on  
[www.valgardena.it](http://www.valgardena.it)**

**Name** Gherdëina (Ladin), Val Gardena (Italian), Gröden (German)

Member of the "Leading Mountain Resorts of the World"



**Altitude** **Val Gardena – in summer, a unique range of natural beauty**

Selva/Wolkenstein	1,563 m
S. Cristina/St. Christina	1,428 m
Ortisei/St. Ulrich	1,236 m

The mountain pastures span 2,518 m and the mountain peaks reach 3,181 m

**How to get here**

**By car**

From Munich	approx. 3 hours	250 km
From Salzburg	approx. 3.5 hours	270 km
From Innsbruck	approx. 1.5 hours	120 km

**By rail** From Germany, Austria, the Netherlands and Belgium, there are good IC and EC connections via Munich, Innsbruck, Brennero/Brenner to Bressanone/Brixen, Waidbruck/Ponte Gardena or Bolzano/Bozen. From here, guests can travel by regular bus service several times a day to Val Gardena.

**By air** Nearest airport Bolzano (40 km from Val Gardena)

**Low-cost flights**

- With Ryanair to Verona - Bergamo
- With Easy jet to Innsbruck

Low-cost transfers to Val Gardena from Munich, Innsbruck or Verona airports.  
<http://www.flytovalgardena.com/>

**Sport in nature**

Cycling  
 Climbing  
 Hiking  
 Nordic walking

**The most important sporting events**

Alpine hiking week	11/18 September 2010
Val Gardena Climbing Master	24/25 July 2010
Sellaronda Hero	26 June 2010
Sellaronda Bike Day	27 June 2010
Val Gardena Extreme Marathon	5 September 2010

**The most important cultural events**

Valgardena Sky Dinner	7/14 July 2010
Valgardena Music Festival	8 concerts, from July to September
Historical procession	4 July 2010
Val Gardena Sculpture Fair	3 to 5 September 2010

**Valgardena Card**

**"Car-free" recuperation and relaxation**

12 lifts and buses in the valley, including "Mobilcard South Tyrol East" for use of public transport in Bolzano, Bressanone and Brunico/Bruneck

Adults:	69 euros (6 days), 55 euros (3 days)
Children (up to the age of 8):	3 euros
Young people (up to the age of 16):	50 euros (6 days), 39 euros (3 days)

