PRIVATE ORGANISATION
ITALY - ALPS - SOUTH TYROL - DOLOMITES

RESTAURANTS - HANDCRAFTERS - SHOPS - SERVICES - SKI & BIKE SCHOOLS - CABLE CARS

197 HOTELS
130 APARTMENT HOUSES
90 FARM HOUSES
25 B&B

WINTER AND SUMMER DESTINATION
5 DAYS AVERAGE STAY
850,000 OVERNIGHTS

ITALY - ALPS - SOUTH TYROL - DOLOMITES
PRIVATE ORGANISATION
NATURE

- Dolomites UNESCO World Heritage
- 2 Nature Parks
- 56% protected area
- 500 km of trails
- anthropogenic landscape
LOCALS

- Ladin heritage and language
- 4 languages since childhood
- 5,000 inhabitants
- majority of resident-owned businesses
- long-standing hospitality culture
OUR ROAD TOWARDS SUSTAINABLE LUXURY TOURISM

01 COMMUNITY
- kindness as the most important product
- taking care of locals' needs
- expressing local culture

02 ENVIRONMENT
- protecting nature is part of our culture
- determine the tourist offer
- create authentic and sustainable experiences

03 PROFIT
- generate profit for residents
- foster the quality of life

04 SUSTAINABILITY
- keeping balance
- engaging locals, visitors, businesses and institutions

REDEFINE LUXURY