

Falcade, 19th January 2015

"World Snow Day".. The day after !

Yesterday the World Snow Day took place in Falcade in the best way !

All day long a **beautiful sun** shone on the ski area Falcade – San Pellegrino, adorned with a fantastic snowfall; during the night it snowed **about 60 cm of fresh snow** !

All day long, a lot of people was skiing and amusing on the slopes in Falcade. Numerous families were interested to the program of World Snow Day and **about 45 children** took part to the activities: from 10 to 10.30 am there was the **meeting about the security and the rules on the slopes**, developed by the Polizia di Stato and the Alpine School of Moena.

From 10.30 am to 2 pm **free ride** with the Ski Instructors, Alpine Guides and the Police.

From 2 to 4 pm **demonstration and practice exercise** developed by the Mountain Rescue Team with simulation of research in avalanche, also with Avalanche-Dogs. Final greetings with distributions of the appreciated Snow Day Cap!

Great success for the Test Village: during the day the children tried the material available for free from the Partner Companies: **Völkl – Nordica – Atomic**; at the **Audi Village**, on San Pellegrino Pass, have been showed the interesting models of all-wheel drive cars.

Some details about the ski area participant to the World Snow Day:

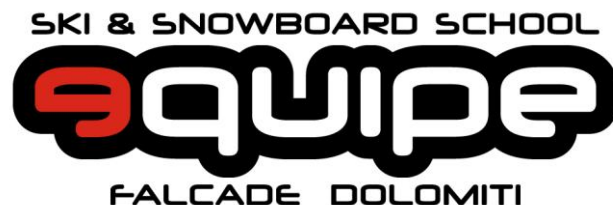
The Ski Area Falcade - Passo San Pellegrino reaches the locality of Falcade, Passo San Pellegrino and Moena and has over 100 km of slopes, 3 Snow Parks, areas dedicated to the children, several "rifugi" mountain huts and a coverage of 100% by artificial snow making. Some signify number: about 5.400,000 is the total of the "step" of the area with about 541.000 "persons unique".

The origin of tourists is 60% Italian and 40% foreign, thus divided into the following periods:

- December 10%
- Christmas period 30%
- January 15%
- February and Carnival period 30%
- March 15%



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This ski area has been judged positively by the major Winter Guides (DSV - ADAC) especially for the families. As regards the presences we can estimate about 355.500 of Italian tourists while about 133.000 for foreign ones.

The total number of beds available is 9.000 with 800 beds in 4 stars hotels. About 2.500 the private houses in the whole district.

... Waiting for World Snow Day 2016!

The Ski School Director
Fulvio Valt



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