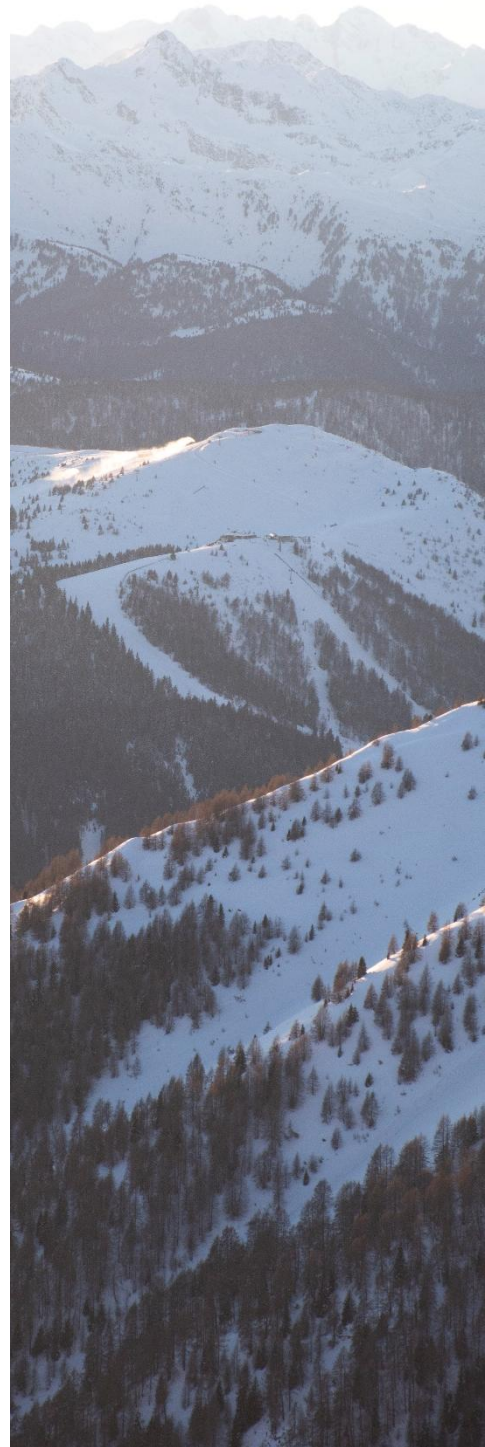


Information, facts and figures

The Gitschberg Jochtal ski & holiday area in winter

The ski area

- ▶ 55 km of ski pistes with guaranteed snow at altitudes of 1,400 to 2,500 m on the sunny south-facing slopes of the Pfunderer mountains, with a view of the Dolomites
- ▶ 11 blue pistes, 10 red pistes, 4 black pistes
- ▶ 95% of the pistes are equipped with snowmaking systems
- ▶ Approximately 240 snowmakers
- ▶ A 65,000 m³ capacity reservoir for snowmaking in the Jochtal ski area and a 90,000 m³ reservoir on Mt. Gitschberg
- ▶ 15 lift facilities providing convenient access to the ski pistes
- ▶ Three certified ski schools with 'child-friendly' accreditation
- ▶ Three children's parks with all-day care: the Gitschberg Jochtal ski area is one of the most family-friendly ski areas in Italy
- ▶ Gimmy Fun Ride: a funslope for families with steep curves, small jumps, tunnels and more
- ▶ New in 2024/25: SkiMovie, an exciting 250-metre slalom race course with videorecording and time tracking
- ▶ The Kids' Cross piste: also introduced in winter 2024/25, it's designed to offer children and teens a fun-packed adventure on snow with exciting bends, small jumps and easy hills
- ▶ Three panoramic platforms with breathtaking views over more than 500 peaks and mountains
- ▶ 24 quaint Alpine huts serving traditional specialities



- ▶ Together with Plose, Gitschberg Jochtal forms a vast ski resort comprising 11 km of pistes and 26 lifts, all accessed with one single pass
- ▶ The Gitschberg Jochtal ski resort is part of Dolomiti Superski, the world's largest ski circuit with over 1,200 km of slopes

Winter highlights



- ▶ 22 Alpine huts and farmsteads offering refreshments, 11 of which are away from the ski slopes for hikers and tobogganists
- ▶ An extensive network of marked winter walking trails and more than 10 Alpine huts within the area for meeting up with family and friends who are skiing
- ▶ Cross-country skiing:
 - Loop trail in Vals (5 km, with snowmaking facilities)
 - Rodenecker-Lüsner Alp (15 km)
 - Terenten (7 km)
- ▶ Tobogganing:
 - Brimi Winter Run at the Gitschberg mountain station (4.5 km – with snowmaking facilities)
 - Schilling run in Vals (with snowmaking facilities)
 - Two runs in Terenten
- ▶ Dance of the Vampires: disco night at 2,000 m every Tuesday at the Jochtal mountain restaurant
 - The cable car is open from 8 pm to 11:30 pm on Tuesdays
 - The downhill slope is open for ski touring and snowshoeing from 6 pm
- ▶ The downhill slope is open on Thursdays for ski touring to the Gitschhütte hut (no lifts available)
- ▶ Fondue night and torchlit walk to the Großberghütte hut in the Altfasstal valley
- ▶ A number of events throughout the winter season, including Gitschberg Jochtal rockt, Speck Aperitivo, Retro' Party, Tearn Advent and more
- ▶ Weekly activity programme

The Gitschberg Jochtal ski & holiday area in summer

Summer highlights

- › Two children's parks: the Gitschberg Sun Park and the Jochtal Adventure Park
- › 37 huts and farms serving refreshments
- › Fane Alm, the most beautiful Alpine village in South Tyrol
- › The Altfasstal valley, above Meransen
- › Rodenecker-Lüsner Alp – the longest high alpine pasture in Europe, and the second biggest in South Tyrol after Seiseralm
- › Pfunderertal valley – quaint, authentic and unspoilt
- › Terenten with the mills valley and the earth pyramids
- › Weekly activity programme



Tourism facts and figures

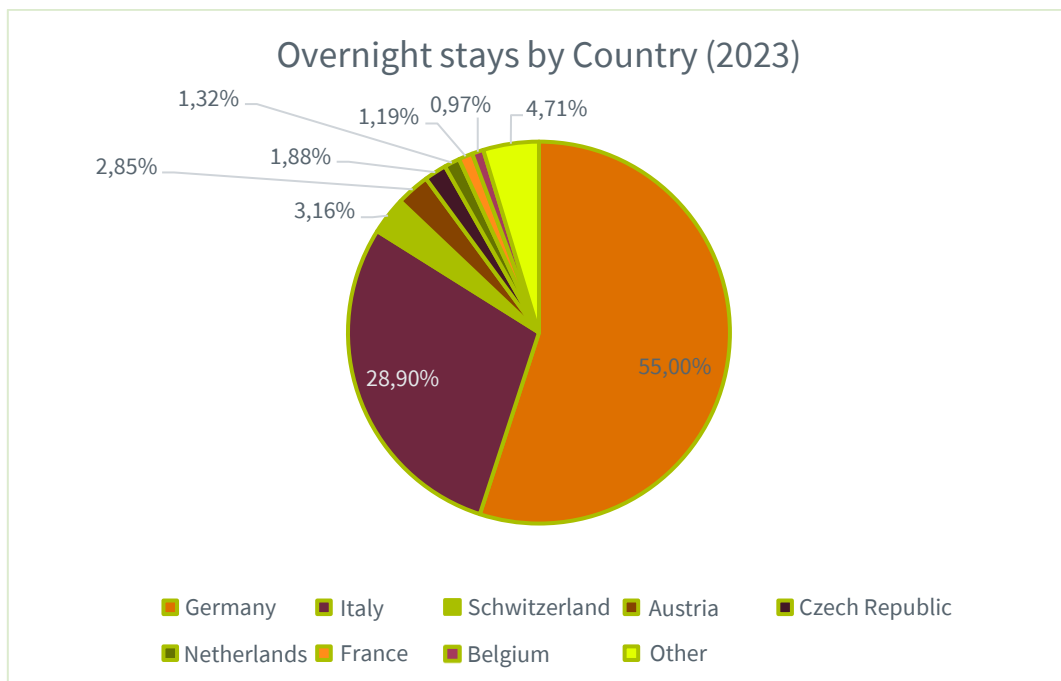
Arrivals and overnight stays

	2019	2023
Arrivals	246.327	288.741
Overnight stays	1.115.570	1.264.834

	Winter 2018-2019	Winter 2023-2024	Summer 2019	Summer 2023
Overnight stays	429.321	481.576	681.589	777.240

Overnight stays by Country (2022 vs.2023)

Country	2022	2023
Germany	54,97%	55,00%
Italy	30,74%	28,90%
Schwitzerland	2,88%	3,16%
Austria	2,54%	2,85%
Czech Republic	1,70%	1,88%
Netherlands	1,50%	1,32%
France	1,09%	1,19%
Belgium	0,95%	0,97%
Other	3,63%	4,71%



History of the ski resort



Gitschberg AG

- 1957** Construction of the Mühlbach-Meransen cable car
- 1962** 'Hoferlift', the first ski operation in Meransen – later to become Gitschberg AG
- 1967** Proposition to develop Gitschberg as a resort
- 1969** First road built from Weitenttal valley to Meransen
- 1970-1975** Development of Gitschberg and construction of the following 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 system
- 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 system
- 2002** Construction of the GD 8 Nessel cable car and snowmaking system
- 2003** Construction of the GD 8 cable car and Sergerwiese snowmaking system
- 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 Spinges area around Jochtal
- 1976** Construction of the Jochtal chair lift and the Hinterberg and Steinermandl ski lifts
Opening of the ski area
- 1978-1979** 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 decommissioning of the Hinterberg and Steinermandl ski lifts
- 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 system
- 2012** Opening of the new Schilling piste
- 2013** Start of construction of the Schwandt piste
- 2014** Construction of a reservoir on Mt. Jochtal and the Hinterberg snowmaking system
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 the new Brimi Winter Run toboggan run on Mt. Gitschberg
- 2018** Construction of the GD 8 Ski Express lift as a replacement for the Sergerwiese and Breiteben lifts
Construction of the Wastl Huber piste
Renovation of the Gitschberg snowmaking system starts
Construction of the Gimmy Fun Ride piste on Mt. Jochtal

2019	Construction of the Grabenkreuz reservoir on Mt. Gitschberg Completion of the Gitschberg snowmaking system Construction of a family-friendly slope on Mt. Gitschberg
2022-2024	Upgrading of the Jochtal snowmaking system
2023	Increase in transport capacity of the Jochtal and Hinterberg lifts
2023-2024	New attractions added to expand the summer offer
2024	Renovation of the Gitschberg lift and commissioning during the summer peak season
2024	Construction of the Steinermandl chairlift facilities, including a workshop and parking spaces for 3 snow groomers Construction of the Skimovie and Kids' Cross pistes on Mt. Jochtal

Gitschberg Jochtal ski & holiday area | The guest card

One card offering many advantages for holidaymakers

On arrival, guests staying at partner establishments in the Gitschberg Jochtal holiday area receive a complimentary Almencard or Mobilcard.

Both guest cards grant free, unlimited use of public transport across South Tyrol for the duration, including:

- regional trains throughout South Tyrol (from Brenner to Trento, and from Mals to Vierschach)
- local buses, including ski buses in winter
- the Mühlbach-Meransen, Bozen-Ritten, Bozen-Kohlern, Vilpian-Mölten, and Burgstall-Vöran lifts
- the Ritten tram and the Mendel funicular railway
- the Almbus to the Rodenecker-Lüsner Alp

Card holders also enjoy special discounts when participating in the activities of the well-rounded leisure and activity programme offered by the holiday area.

Additionally, the Almencard includes a free daily ascent and descent ticket for the two Gitschberg and Jochtal cable cars during selected periods.

Strategic positioning

Families

The entire holiday area's offer, including all its businesses, services and products, is geared towards families all year round. Gitschberg Jochtal boasts three large family hotels, as well as a good number of small-scale, family-friendly accommodation providers.



Similarly, the three local ski schools are family and children-oriented, and have received numerous accolades for their excellent work with this target group. The schools also operate two children's parks designed to offer children an age-appropriate introduction to skiing under the guidance of specialised ski instructors.

Additionally, the holiday area offers family-friendly themed footpaths and trails which, together with the Adventure Book initiative, make walking and hiking a memorable experience for the whole family:

- Aktivpark – Terenten
- Elves' Trail – Obervintl
- Bunker recreation area – Spinges
- Forest adventure trail - Rodeneck
- Adventure park – Jochtal
- Sun park - Gitschberg

Skiing

Since the development of the two ski areas in the early 1970s, skiing has been the driving force behind the region's tourism development and economic upswing.

To this day, skiing remains the primary reason for booking holidays in winter.

The construction of the cable car connecting the Gitschberg and Jochtal areas in 2011 led to Gitschberg Jochtal becoming the largest ski resort in the Eisacktal valley.

The ski resort's offer is geared primarily towards families, with a large number of wide, easy pistes. Prices are set at family-friendly levels and alternative winter activities are offered that also meet the requirements of this specific target group. Families will continue to be a priority in terms of future investments.



Walking and hiking

The Gitschberg Jochtal area offers a unique combination of walking paths and Alpine meadows.

In the summer months, over 100 Alpine pastures are farmed and more than 37 farmsteads are open to tourists.

Fane Alm is the largest and most charming high alpine village in South Tyrol and has become one of the region's major tourist attractions. The Rodenecker-Lüsner Alp 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 in the walking holidays 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 and beverages



South Tyrol has made a name for itself as a place of culinary interest, and Gitschberg Jochtal is no exception. The Alpine huts open in summer (37) and in winter (22) serve traditional fare with a focus on quality. The numerous accolades awarded by both local (the Dolomiten newspaper) and international (Gault Millau) institutions bear witness to the high standards upheld by the region's huts and farms.

These, however, are only one side of the wide culinary landscape. In fact, the local cuisine can compete on an international level, and this is especially the case with upmarket hotels. The number of 4-star hotels in the region has quadrupled 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 flavours.

In developing new offers, Gitschberg Jochtal takes stock of the importance of the culinary aspects by creating events around the theme in all seasons and cooperating with local operators for implementation. Examples of such initiatives include festivals like Alpine Tales, farmers' markets, guided tours and product tastings at local farmsteads and more.

Photographs

A selection of summer and winter images along with our logos and maps:

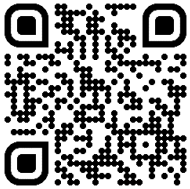
<https://www.flickr.com/photos/155991625@N03/albums>

 We are happy to send more materials on request.

Videos

https://www.youtube.com/channel/UCE4QLccij5CzZhs1Jr5uQQ/videos?shelf_id=0&view=0&sort=dd

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