



PONTEDILEGNO  
TONALE

*It's my nature*

# WINTER SPORTS DESTINATION

CONSORZIO PONTEDILEGNO- TONALE  
*Concept & organizational system*

Main shareholders

- ✳ 3 Lift companies
- ✳ Local municipalities  
Ponte di Legno, Temù, Vezza d'Oglio , Edolo (BS) and Vermiglio (TN)
- ✳ 2 Hotel Associations: one from Lombardia and one from Trentino
- ✳ 2 Ski schools: Pontedilegno-Tonale and Tonale-Presena

Local DMO joining two regions and two provinces:

- ✳ Lombardia – Brescia – Alta Valle Camonica
- ✳ Trentino – Trento – Alta Val di Sole

# CONSORZIO'S ROLE and TASKS

## Lift companies' services

- \* Skipass offices
- \* Data processing
- \* Dividing up the income among the lifts' companies
- \* Rescue team on the slopes
- \* Races organization

## Marketing/Press office

- \* Press release
- \* Marketing plan
- \* Internet and web
- \* Social media and APP
- \* Press trip
- \* Sponsorship

## Sales activities

- \* Promotional fairs, workshops, road shows B2B – B2C
- \* Site inspections, educational
- \* Travel agency – all inclusive packages
- \* Development of new tourist products
- \* Promotional brochures

## Events

- \* Events' planning
- \* Management partner/sponsor
- \* Tickets' sale
- \* Ice Music TOP EVENT

# SHARING OF THE INCOME

During the winter season every 15 days we share the income, according to the Skipass sales and the passages made during those two weeks.

At the end of the season we make a final sharing, based on the total passages/accesses of the whole winter season.

The income is divided as follows: 40% steady basis and 60% based on passages/accesses.

Every lift has a specific **value that has been defined according to a mathematical formula** ("Formula Scannavini" by the inventor's name) and it is based on some specific parameters:

- \* **Lift type**
- \* **Building and maintenance costs**
- \* **Horizontal length**
- \* **Difference in height**

## LOCAL PARTNERS

We cooperate regularly with the local promotional partners:



visit brescia



TRENTINO

Val di Sole



Tourist board offices Ponte di Legno, Temù, Vezza d'Oglio and Vermiglio

# 1 UNIQUE RESORT: 4 linked ski areas



# THE TREASURES AND THE VARIETY OF OUR SKI AREA



## Temù

1.121-1.906 m  
Wide and panoramic slopes,  
inside the forest, linked to  
Ponte di Legno



## Ponte di Legno

1.256-2.120 m  
Our memorable slopes,  
traced among thick fir  
woods, inside a  
breathtaking scenary



## Passo Tonale

1.883-2.585 m  
Large natural amphitheater,  
totally exposed to the sun;  
unique ski teaching  
playground



## Presena Glacier

2.585-3.016 m  
Snow guarantee, from  
autumn till late spring

## HIGHLIGHTS

**2000**

Difference in  
level

**100%**

covered with snow  
production system

**100**

kilometres  
of slopes

**200**

ski and snowboard  
instructors

**1**

snowpark

**44.000**

people/hour

**28**

lifts

**41**

slopes



| WORK

IN PROGRESS...

# PONTE DI LEGNO TERME



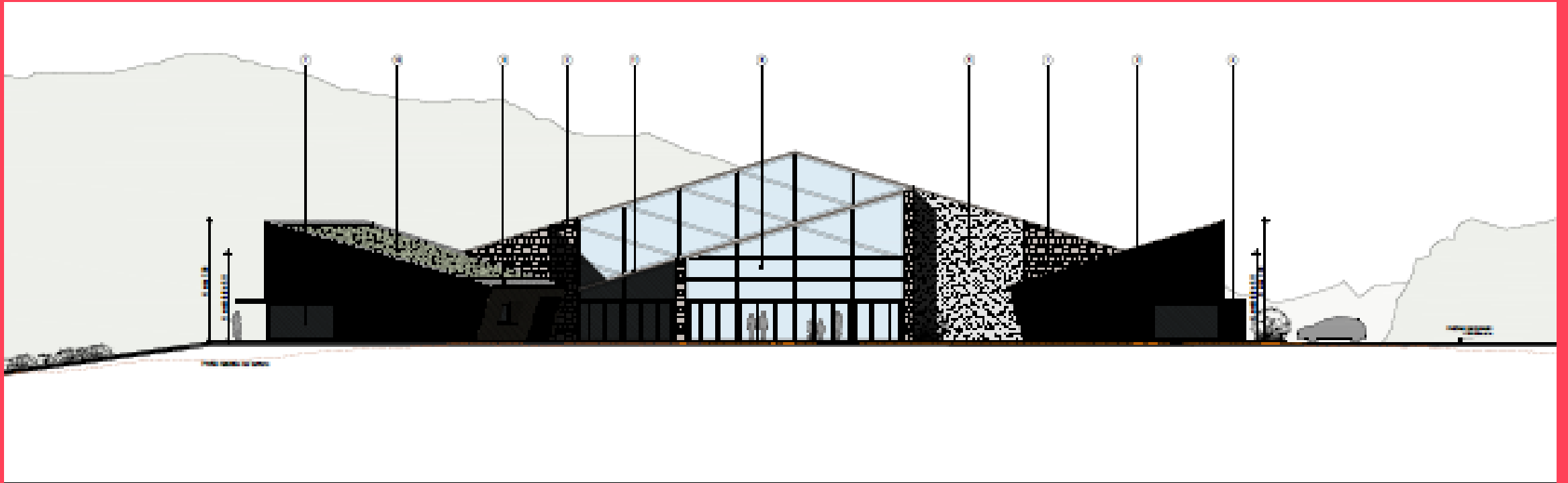
# PONTE DI LEGNO TERME

New thermal SPA centre in the heart of Ponte di Legno. The mountains and the ice are the main characters of this unique project. A special SPA to live a true sensorial experience.



# FAMILY VILLAGE

New project, family village planned at Passo Tonale. Ideal for families and kids, playing areas and mini club. There will be two areas: one indoor, with playing rooms, canteen and services and one outdoor, with funny games on the snow, a climbing wall and great fun for everyone.



# ICE MUSIC

EQ Ice-Dome: an extraordinary Ice Dom, an idea that turns into reality: an ice theatre with 300 seats. A magic atmosphere, characterized by light reflections, in a special setting.



# ICE MUSIC



Sonia Menici  
Sales Manager  
sonia@pontedilegnotonale.com

# THANKS

**SNOW**  
Surely Not Only Water



[pontedilegnotonale.com](http://pontedilegnotonale.com)



PONTEDILEGNO  
TONALE

*It's my nature*