

Go higher with more than 2500 experiences on the peaks:

Friuli Venezia Giulia mountain for everyone

**The mountain territories welcome the summer season with activities among environment and nature,
culture, food, wine, and sport.**

**PromoTurismoFVG has opened the facilities of its resorts which can be booked online. It offers thousands of
experiences thanks to the collaboration of networks and consortia**

Six new videos to see the region's ten mountain areas in an unprecedented way

Trieste, June 23, 2021 — Over 2.500 experiences and 14 event appointments to discover and experience the mountain of Friuli Venezia Giulia. Wellness, trekking, activities, history, culture are the formats on which the alpine arc of the region focuses its offer, ready to welcome tourists back in complete safety and with "tailor-made" proposals for all its guests, from the most trained to the less experienced, with particular attention on families.

From the Friuli Dolomites to the Julian Alps to Gemona, crossing Carnia and the valley floor, there are many opportunities to spend **moments of relaxation surrounded by nature**, to regenerate the body and mind and practice sports surrounded by unique and uncontaminated views.

A mountain to enjoy 365 days a year that PromoTurismoFVG wants to enhance, also in the other months alongside the winter season to satisfy those searching for nature, peace and relaxation away from the chaos of everyday life. The six new 'Look different' videos made by PromoTurismoFVG tell it in an unprecedented and exciting way (www.youtube.com/playlist?list=PL33E1LhIFxX-BCHAOQhywuc0yurZ_-9Tq).

With the **early opening of the facilities in the mountain areas**, in the utmost compliance with anti-covid regulations and the incentive of reservations and online ticket purchase, PromoTurismoFVG has officially started the summer season on the peaks.

A MOUNTAIN OF EXPERIENCES: 2500 ACTIVITIES TO DISCOVER THE TERRITORY

Climbing wild paths under starry skies to discover nature walks with a night trip and discovering shelters and many more excursions among the natural beauties that preserve and safeguard the mountain of Friuli Venezia Giulia. For botany enthusiasts diving into forest bathing, the colours of nature and those of dawn, and more history, protagonist on different tracks and paths, between the mountains and at the foot of the heights that were a tragic backdrop to the great wars of the 20th century. The experiences proposed in the mountains for the 2021 season, organized by PromoTurismoFVG with the collaboration of the territories and the ten areas, have passed **from 1,300 to 2,500**. Also, 14 event appointments have been "launched" defined together with the networks and consortia of the areas of Piancavallo, Valcellina, Parco Dolomiti Friulane and Forni di Sopra, Sauris, Sappada and Forni Avoltri, Zoncolan, Central Carnia and Ampezzo, Tarvisiano and Gemona, Valli del Torre, Valli del Natisone and Carso.

Over 2200 opportunities to **experience the outdoors** accompanied by expert guides, in addition to about 250 appointments between Valli del Torre, Natisone and Carso for a proposal that satisfies **trekking** enthusiasts, with walks and thematic excursions to appreciate time and space among the gentle slopes that host green pastures and malghe (shepherd huts); for an active audience, with more adrenaline-pumping and regenerating open-air experiences in contact with uncontaminated

nature; for those who want easy experiences, the mountains within everyone's reach, or for those who seek **wellbeing** and thus harmony between body and mind through contact with nature; without forgetting **history** enthusiasts, who can discover the main outdoor museums and itineraries with the testimonies of the First World War, and **culture**, hunting for little-known places on the edge of already beaten tracks. Of course, even on the peaks, there will be no lack of **food and wine offers**, with a series of activities designed precisely for enthusiasts of genuine and authentic flavours by the member companies of the Strada del Vino e dei Sapori (The Route of Wine and Flavours) of Friuli Venezia Giulia.

Among the thousands of proposals - they will all be online in the next few days, and integrated tourist packages will also be available soon - in **Sappada**, the keyword for summer 2021 is nature, to be discovered with an immersion of the five senses and Shin Rin Yoku, a forest bathing in the woods to learn to perceive nature by listening to your body. On the **Piancavallo** do not miss the Triathlon experience, a combination of three different sports activities (bike, trekking, tree climbing) all connected to each other. In **Valcellina** the Kneipp route to walk up the current immersed in the cool waters of the Settimana creek. Lastly the **Zoncolan**, world of bikes, remains a favourite stage for e-bike or alternatively horseback riding excursions, to lose yourself in the magical greenery of these heights.

The **Dolomites** offer thematic naturalistic excursions to discover the richness of the biodiversity of the Friuli Dolomite Park in **Forni di Sopra**. Here you can observe the starry sky among constellations, planets, the moon and shooting stars. There are excursions in the company of Biagio the donkey, a sweet mascot of the locality for the little ones. At the same time, Sauris will enchant for its stretches of water, the lake to be crossed by canoe or with the sup excursion, and you can also have fun from Arta Terme with canyoning and soft rafting excursions in the fascinating locations of Carnia and on the Tagliamento river.

Tarvisio, framed by the thousand-year-old forest, is the suitable place for hiking among the peaks and discovering the streams that carve the mountains, or the Saisera Valley, with the itinerary of the Piccolo Miezegnot and Jôf of Miezegnot mountains.

For those who want to discover the area of **Gemona**, there are nature walks in Sella Sant'Agnese and around Lake Minisini, in the **Torre Valleys**, the speleological outings in the Caves of Villanova are suitable for everyone. On the other hand, in the **Natisone Valleys**, you can discover the herbs and products of these areas. For climbing enthusiasts, the most spectacular gym is undoubtedly that of the **Karst**, thanks to a climbing experience with sea views. History buffs will not be disappointed either: the guided tours of Mount San Michele among war and literature will be an opportunity to learn more about the events of the **Great War**. There will also be culture: for those who want to discover one of the most precious gems of Friuli Venezia Giulia, there is Pesariis, the village of clocks where time seems to have stopped.

Discover all the mountain activities: www.turismofvg.it/mountain365.

FACILITIES OPEN IN COMPLETE SAFETY

The Friuli Venezia Giulia mountain facilities are open. They were reopened earlier than previous years, **safely** starting from the Lussari cable car last May 29. Forni di Sopra and Piancavallo opened already the following weekend, and then on to Sappada, whose opening was postponed due to snow this weekend. Then, on the first weekend of July, Sella Nevea and Zoncolan will also start.

Access rules include **different measures depending on the type**, with 100% of maximum capacity on chairlifts and cable cars and half capacity on funiculars, with passengers always wearing masks.

To facilitate access to the facilities and avoid any gatherings at checkouts, the online shop has been activated, and where you can recharge your Multiservice FVGcard or buy a ticket through the QRcode in case you do not have a card. Those who purchase online, besides **directly accessing the facilities** without having to pass through the checkout, will have the

guarantee of being able to take advantage of the service on the day and the time booked for the Lussari cable car that **includes spaced out entry time slots on Saturdays, Sundays and holidays** (fvg.axess.shop/it/Home).

There are also some advantages for 2021 with the **10-ride Montagna FVG subscription**, valid for the season on all ski lifts open in summer throughout the region, **Sports tickets** for active mountain enthusiasts, with a **day ticket** that entitles you to unlimited rides throughout the day, as well as the **2 sports days** designed for the weekend. For sport addicts, there is also a subscription: 10 days of unlimited use of the facilities, valid throughout the summer season, at an advantageous price. All the information on times, openings and tickets on the website: www.turismoFVG.it/montagna365/misure-sicurezza-impianti-estate-covid.

THE “LOOK DIFFERENT” VIDEOS OF THE MOUNTAIN

A 365 mountain to be enjoyed all year round. A strategy that looks ahead and that PromoTurismoFVG has decided to strengthen also through **the realization of some video contributions** — a part of which are already available on the organization's YouTube channel www.youtube.com/playlist?list=PL33E1LhIFxX-BCHAOQhywuc0yurz_-9Tq - able to narrate these corners of Friuli Venezia Giulia **in a different and exciting way**. The six 'Look different' videos also involve the territories of the Karst and the Valleys of Torre and Natisone. The final video that will bring together the entire mountain area of the region is on its way.

Through the protagonists of the videos, the mountain reveals itself **in new and innovative aspects**, transmitting the message that you can see it through different eyes, discovering and rediscovering many of its most suggestive corners.