

MEDIA KIT LIVIGNO SUMMER 2017

IN LIVIGNO THE SUMMER IS ACTIVE!

Bike, running, golf, water sports, trekking, altitude training: in Livigno it never stops, sport is the main theme for a summer at high altitude.

Tourism trends has shown that sports tourism is one of the most valued. After France, United States, Spain and China, Italy is one of the favourite destinations for those who want to enjoy a sporting stay. Many are the activities in which tourists engage: golf, hiking, cycling, equestrian and water sports, skiing and winter sports. One Italian in four choose the vacation destination also on the basis of the sport activities offered and from this point of view Livigno has not been caught unprepared! For years, in fact, the town in Alta Valtellina has focused on the word “Active” combining the beauty and uniqueness of our land with the chance to practice sports activities, both outdoors and indoors.

RUNNING

Summer in Livigno, which is coloured with the yellow of the sun, symbol of the resort, the blue of the sky, the green of the fields and the emerald of the lake, begins with the run race on June 17 and 18 with the second edition of **Livigno Skymarathon**, a sky running competition of the **Skyrunning World Series**. The lovers of the mountain running will run on a 34 km track with an elevation gain of 2,600 meters. For those who are not trained enough there is also the **Livigno Mini Skyrace** a track of 19 km with an elevation gain of about 1,000 meters, that winds along the Val Federia. Race highlights include not only the superb descent from Carosello 3000 and the Costa del Sol, but also the opportunity for Livigno Trail participants to join the Skyrunner World Series route for a section. For the runners, who want to take it easier, there is the **Stralivigno** race, a traditional half marathon taking place on July 22 and 23, followed the next day by **Ministralivigno**, a run race for children and teenagers. But if you are looking for extreme running, you cannot miss the second edition of **Icon Livigno Xtreme Triathlon** on 1st September, one of the most awaited multiple stage competitions with 3.8 kilometers swim, 195 bike, 42.2 run. On 2nd September there will be the “**Triathlon Cross Country Livigno**”, which is 1km of swim, 21km of Mountain Bike, 6km of run. The Icon races will conclude on 3rd September with the “**Triathlon Sprint Livigno**” which is the shorter version of the race, with “just” 750m of swim, 20km of road bike, and 5 km of run.

BIKE

More and more are the sportsmen who spend their holidays on two wheels and it doesn't matter if on a road or on a mountain bike. For road riders Livigno offers the possibility to ride on famous mountain passes such as Stelvio, Gavia, Mortirolo and Bernina creating an itinerary that connects Alta Valtellina and Engadine, in the heart of the Stelvio and the Swiss National Park. If the choice falls on the mountain bike, Livigno offers everything you may wish. Starting from the pumptrack, that is an approaching structure situated in the town centre, up to the equipped bike-park. Your MTB-Holiday starts in the dedicated accommodation facilities (bike hotels and apartments) where you can enjoy specific services such as laundry or workshops. In the town there are many bike-shops with specialized staff offering offering the latest products as well as rental service for E-Bikes and Fat-Bikes. Furthermore Livigno offers an highly developed trails network of 3.200 km that also crosses into Switzerland. Since last year, **Vittorio Brumotti** is the bike testimonial of Livigno and thanks to his acrobatic performances and his viral videos, more and more people have discovered suggestive corners where to ride in Livigno. On July the **Bike Transalp**, a famous MTB race across the Alps, stops right in Livigno and on August, the **National Park Bike Marathon**, which winds through the Swiss National Park, stops in line with tradition here in Livigno.

The **trail network** of Livigno, studied and designed for mountain biking, is constantly being developed. The flow-country side has been expanded on Carosello 3000, where the trails reach an altitude between 2,000 and 2,800 meters. That's an ambitious project that lets the riders discover breathtaking landscapes by riding on well-marked trails. Mottolino Fun Mountain has further increased its offer dedicated to lovers of bike-park (one of the first in Europe, built in 2005 and since then constantly updated and implemented) with new Gravity-Trails. The network consists of 13 trails at 3 levels of difficulty, one jump area and a much more. For **freeriding enthusiasts**, last year has been inaugurated a new cross-border trail which connects Livigno with Engadin passing from Forcola Pass and is 5.8 km long with an elevation gain of 180 meters. It takes one hour starting from Forcola Pass at 2315 mt in Italy and reaching Ospizio Bernina - Val Minore (2309 mt) in Switzerland. The **bike path**, which stretches for about 15 km following the entire length of Livigno's valley, is suitable for everyone, both for families with children and for those who are looking for a quiet tour in nature. The path starts from the Dairy of Livigno (near the Lake) and reaches the Forcola area.

In recent years E-bikes have been becoming increasingly popular in Livigno as well. There are many dedicated paths and also many shops where you can rent these pedal assisted bikes. Livigno is involved in the campaign about **safe distance of 1.5 meters between bikes and cars**. The resort aims to sensitize cyclists and drivers to respect the rules on the roads. Alpine passes around Livigno such as Foscagno, Forcola, Bernina or Stelvio are highly attractive for bikers and Livigno wishes that everyone can benefit from them without jeopardizing the own safety and that of others.

WATER SPORTS

Water sports enthusiasts can practice many water activities on our **Lake** using canoes, row boats, windsurfs and non-motorized boats. Because of the low water temperature it is not allowed to swim in the lake. On the banks of the lake is available a boat and equipment rental service with a beach area where you can relax and sunbathe. Water is an essential element, that's the reason because in Livigno you can also find places such as the creek Spöl, artificial lakes and the main Lake where to practice sport fishing (trout and native brook trout). In the highest water center in Europe, **Aquagranda Active You**, there are leisure and sports pools for training and relaxation. In the 25meters pool took place the Olympic preparation for Rio 2016 of our National swimming team with Federica Pellegrini, Gregorio Paltrinieri and Filippo Magnini. Also the Italian rowing and canoeing athletes worked out here. It is a sporting center of great interest, because it allows athletes to train at altitude and at the same time to enjoy a cozy and lively environment. Very popular inside the centre is the Slide&Fun area equipped with slides and water games, which for the Summer 2016 has been expanded with outdoor slides. For those who prefer relaxation there is the Wellness&Relax area with spa treatments, saunas and Turkish baths. Fitness addicted can train in the gym equipped with Technogym and several training rooms. Furthermore there's the Bar&Bistrot are for a healthy break and the Health&Beauty area totally dedicated to body care with hair stylist, beautician physiotherapists and osteopaths.

HIGH ALTITUDE TRAINING

Training at altitude improves the athletic performance by acting on the oxygen transport mechanisms and is particularly useful for sports that require an intense and constant aerobic activity. Thanks to its 1816 meters above sea level, Livigno is an ideal place for this kind of training and that's the reason because it became one of the most required resort by athletes and sports federations for their training camps. In addition to the altitude, Livigno offers to the teams and athletes many services: modern sports facilities and specific accommodations able to meet the needs of athletes. The sporting center Aquagranda Active You has given a boost offering the most modern preparation equipment, dedicated fitness rooms, a 25-meter pool and to complete the sports offer soon there will be an athletics track.

Many are the national teams that chose Livigno for the preparation at altitude: *the* National swimming Team, Italian MTB Team, the Italian rowing and canoeing Team, the National alpine skiing Team and the Nordic skiing Italian Team. And also several athletes, former athletes and teams held here their preparation, among them also Ivan Basso, Lara Gut, Dorothea Wierer, Roberto Nani, Gabriela Soukalova, Christoph Innerhofer, Vittorio Brumotti, Metalleghe Sanitars Montichiari and many others. The **testimonials of Livigno** feel in Aquagranda like at home, they are athletes coming both from Livigno and from other places and bring around the world the name of Livigno: Dorothea Wierer, Jole Galli, Roberto Nani, Saverio Zini, Nicholas e

Thomas Bormolini, Simone Urbani, Thomas Bormolini, Ian Rocca, Ema Galli, Yuri Silvestri, Giuliano Bordoni, Bruno Mottini and Mattia Longa. The mountains, the trails and the slopes of Livigno and Aquagranda Active You became a crucial point of reference for their preparation.

GOLF

Another MUST to really enjoy an active summer in Livigno is the Golf Training Area, surrounded by the Alpine landscape, aims to become an important training place suitable for everyone. It offers the opportunity to train on an area of 10,000 square meters composed by a pitch and putt area, a driving range of 250 mt and three greens with various difficulties, each reached by three different teeing grounds.

LARIX PARK

Just steps away from the center of Livigno, into a big wood of larch and ancient trees, there is an adventure park formed by ropes, pulleys and lianas to “fly” from one tree to another. Larix Park is a perfect place to challenge yourself, giving free reign to emotions and adrenaline. Furthermore also kids may have fun at Larix park thanks to specific tracks dedicated to the little adventurers. There are 5 courses, each one has a corresponding color. Larix Park is the perfect place where to spend day of fun and sport in close contact with nature.

LIVIGNO CARD

Holiday in Livigno is a series of activities, from morning until evening, that can be enjoyed taking advantage of Livigno Card, that provides you some practical and economic advantages. It's an important tool to take part in entertainment, sporting, cultural and gastronomic activities at a subsidized price. The card is available directly at the participating hotels and apartments or at the tourist board of Livigno. It also includes not only the activities of the Kinder Club Lupigno, at the playground of the Ski School Centrale, but also the possibility to participate in educational workshops and the access to the Livin'Sun Park. Furthermore thanks to the collaboration with the Mountain Guides, there is the opportunity to participate in hiking tours at a subsidized price. In addition to the normal hiking programs there is also “Avventurando” in two old valleys of Livigno, Val Salient e Valle delle Mine. It's a special activity consisting in a zip-line, suspended cables through the larches, passes over the stream and small climbing routes. Livigno is also famous for its nightlife and taking advantage of Livigno Card you can enjoy different theme nights dedicated to flavors and traditions, night shopping, entertainment for children with animation and much more. Furthermore many are the advantages to participate in daily activities such as the didactic farm, visit to the barn, pastry workshops, visit to the Dairy and the Brewery or a tour to the Swiss National Park Museum or the Stelvio National Park. For the little ones Livigno is a true paradise with adventure parks surrounded by nature where to climb on ancient larch. The **Family Week Kids Go Free**”, scheduled from July 8 to 15, is a whole week dedicated to families with children under the age of 12 years. Livigno is very sensitive to that issue and offers dedicated accommodation facilities that are provided with services created ad hoc for the little ones.

FESTIVALS

after all the sporting activities, excursions and walks, it is also time to have fun with the summer festivals. It starts on July 15 with **La Notte Bianca** (the White Night), during which the village goes wild for an evening dedicated to music, entertainment, dance, colors, flavors and shopping. July 25 is the turn of our **Folk Fest**, an appointment with the tradition, the history and the culture of Livigno, which relive one night long thank a parade composed by ancient crafts, families of the past, animals, stories that are handed down. In terms of traditions, it is also to advise a free visit to **MUS**, the museum which tells the story of Livigno, its people and its traditions. In a succession of rooms, you will have the feeling of doing a journey that starts from the peasant roots of Little Tibet arriving to the tourist boom and the construction of the first skiing facilities. A time span of less than a century, in which our valley has experienced a radical change that you can see at first hand thanks to this new facility created by the City in collaboration with the Mountain Community Alta Valtellina. Mus is situated on Via Domenion and is open daily from 15.30 to 19.30, except Saturday. During the night of the shooting stars, August 10, take place **La Notte Nera** (The Black Night), the most popular event of the whole summer. It is a big party along the street of Livigno with traveling shows,

street artists and music. All this happens in the dark because during this evening the only shimmer will be that of the torch, the moonshine and the stars. It's a way to make this artistic moment even more evocative, but also to give an environmentally sustainable meaning to this joyfully appointed event. The highlight of the evening is around midnight with a giant bonfire and a shower of shooting stars. On Mid-August the day ends with a huge fireworks show to light up the sky of Livigno with a myriad of lights and colors. And on August 25, the white snow will be the star of the evening! The downtown streets are whitewashed and become a cross-country skiing track just in occasion of the 37th edition of the Districts Trophy. The participants are the inhabitants of Livigno, which are going to defend the colors of their belonging district. The snow has been stored during the winter using a geothermal system that avoids the melting. On September 8, Livigno celebrates its patron saint Maria Nascente with the historic procession in which is exposed the banner dedicated to the Virgin Mary. From 23rd September Livigno celebrates its peasant origins with **Alpen Fest**, a several-day festival dedicated to the transhumance of the livestock which returns to the valley from the grazing where it spends the whole summer. During the transhumance the cattle, which are adorned with precious cowbells and garlands of flowers, come down from the huts to return in the cattle shed. On 21 September take place the traditional **Agriculture Festival**. In autumn is the turn of **Livigno Expo**, September 28 to 30, the fair event dedicated to companies operating on the territory in the hospitality, tourism and trade sectors. It also represents a great opportunity to take part in workshops and meetings about several issues concerning mountain tourism.

SHOPPING

Livigno is a big shopping mall with breathtaking views! Fashion victims and shopping enthusiasts love Livigno because it is a big duty-free area, in which 250 shops of every kind come in succession for all 10 km length of the town, and include product categories such as fashion, hi-tech, watches & jewelry, perfumes and cosmetic products, gifts & souvenirs, music & games, optical, gastronomy delicacies, and of course sports equipment, clothes and accessories. In our shops you can find all the best Italian and International brands with great attention on made in Italy products. Forget traffic and crowd, shopping in Livigno is a relaxing and fun activity: reach the shops by using the free bus service, enjoy the nature that surrounds you, breathe the fresh air and feel the warmth of the sunbeams on your skin. The shopping area is so wide, that it is like a giant open air shopping center, in which you can admire the typical architecture of the wooden houses that host the shops in their ground floor. Be spoiled by the qualified shop assistants that will advise you and that are able to speak several foreign languages. Take advantage of the great shopping at low prices, consult the shopping guide <http://bit.ly/1BgKzZ4> and the shopping chart <http://bit.ly/1HTK9JW>. In summer are also organized some events during which the shops are open until late in the evening.

TRADITIONAL CUISINE

The culinary tradition of Livigno is deeply rooted in the history of our valley. Being the last village of Valtellina on the border with Switzerland, Livigno has been also influenced by the Romansh culture and traditions. Our culinary story is written in a book consisting of 103 experiences, 37 revisited recipes and 200 photos edited by the Association of Chefs and Pastry Chefs of Livigno, that after three years of research has completed the beautiful book "Leina da Saor" (An Avalanche of Taste). The local products such as wild herb, roots, cheeses, bresaola, flours are mixed to bring out the traditional tastes. Today in Livigno there are many restaurants, typical lodges and mountain huts, where to enjoy typical dishes or gourmet solutions combined with our local products. Among the most popular and tasty product we found Bresaola, dried and spiced meat with a particular aging. Livigno cheeses are the spearhead of the dairy production. In Summer it becomes the Ice cream Mecca with delicious ice cream produced exclusively with milk from Livigno. Among the spirits, there is Taneda that is a traditional digestif based on Achillea moschata. Food lovers can not miss the event scheduled on July 13 organized by the Association of Chefs and Pastry Chefs of Livigno. Sentiero Gourmet - Tre pass e un bacon which is a gourmet path of about 3 km that starts from the Tresenda area and ends near Alpe Vagno. There will be 5 stands where to taste local dishes revisited by the chefs.

LIST OF SUMMER EVENTS

Spring Cows Exhibition: 13th May

8th edition for the Spring cows exhibition of the cows of Livigno.

www.livigno.eu

Sheeps&Goats Exhibition: 14th May

2nd edition for an exhibition dedicated to sheeps and goats of Livigno.

www.livigno.eu

Ecological Day: 21st May

A day dedicated to our land and nature, where numberless volunteers will help cleaning our woods, meadows, creeks. Moreover there will be the cars stop for the whole day.

www.livigno.eu

Livigno Mini Skyrace 17th June

A trail running race part of the circuit Trail World Series: 19 km and 1100 mt of difference in height

<http://www.altavaltellinaskyrunning.com/en/livigno-skyrathon>

Livigno Skymarathon 18^h June

A trail running race part of the circuit Trail World Series: 35Km on Carosello 3000 Mountain side.

<http://www.altavaltellinaskyrunning.com/en/livigno-skyrathon>

Tour Transalp: 28th and 29th June

Even this year the Alps tour by bike, goes through Livigno; this is one of road-cycling race in pairs best known and appreciated, even for the landscape context in which it takes place.

<http://tour-transalp.de/news>

Wood'n'Art : from 3rd to 7th July

5 days of Art and creativity, where international artists will create amazing sculptures out from wood, in the beautiful frame of the woods of Livigno.

Via Rin in Festa: 9th July

A whole day of amusement, with exposition of local artists masterpieces, biathlon race, music and games all along the street "Via Rin".

www.livigno.eu

Sentiero Gourmet: 13th July

2nd edition of this gastronomy event: during an excursion into Livigno's nature, there will be spots where to stop and taste our typical dishes cooked and served in a modern way by our Group of Chefs and Pastry Chefs of Livigno.

www.livigno.eu

White Night: 15th July

The Livigno by night goes wild for a non-stop night that turns into music, plays, dance, colors, fragrances and lot of shopping. All shops will be open, and the town lit-up until the early hours of the morning, for those who are never tired of having fun.

<http://nottebiancalivigno.it/>

Stralivigno: 23rd / 24th July

The classical Livigno's summer appointment is the Stralivigno, half marathon in mountain, that involves thousands of enthusiasts, both pro and amateur athletes. For those not sufficiently trained there is the possibility to register to the relay in pairs. And the next day, is scheduled the Ministrativigno dedicated to kids and teens.

www.stralivigno.it

Livigno Costume Festival: 25th July

This is an appointment with the tradition, the history and the culture of Livigno, which revive one night in a parade composed by ancient crafts, families of the past, animals, stories that are handed down, tastes and knowledge. The Livigno Costume Festival this year celebrates its 30th edition and each year attracts lots of participants both tourists and locals.

https://www.livigno.eu/en/evento/Festa-del-costume-livignasco_243

Sant'Anna Patron Day: 26th July

Traditional night in Trepalle, with gastronomical corners, entertainment for adults and children with live music and dance.

www.livigno.eu

Via Fontana in Festa: 5th August

A day of entertainment for kids, lottery, live radio Number One, "Pizzoccheri and Taroz" Gastronomy Party all along the central shopping street "Via Fontana"

www.livigno.eu

The Black Night: 10th August

Is the summer event par excellence, in which the magic of the night and the charm of the moon reach their apogee; it is a big festival in the streets of Livigno with touring shows, street performers and music, but everything is done in the dark because on that evening the only lights that will shine are those of torches, moon and stars. It is a way to make even more suggestive the artistic moments, but also to give an eco-sustainable meaning to a joyful appointment. The climax is reached around midnight with a huge bonfire and a rain of falling stars, typical of the "Night of San Lorenzo" that will thrill kids and adults with the sparkling star dust.

www.livigno.eu

Via Plan in Festa: 12th August

The central shopping street of Livigno, "Via Plan", will wear its best night dress, made by lighted up shops windows, blue sky full of stars and lots of guests, walking through the street and having the best duty free night shopping.

www.livigno.eu

Ferragosto – Fireworks night 15th August

The 15th August is better known as Ferragosto, one of the most heartfelt feasts in Italy; we celebrate the Feast of the Assumption, and traditionally, that day marks the start of Italy's summer holidays. The shops and the restaurants will be open as usual, to allow people to enjoy the Italian Dolce Vita, with shopping, gastronomy delicacies and relax. The celebrations will end in style with an amazing fireworks display that will light up the sky of Livigno with a myriad of colors, lights and emotions. www.livigno.eu

San Rocco Patron Day: 16th August

Town festival with music, entertainment for adults and kids, possibility to taste typical products. A unique day where all the people of Livigno will gather to celebrate St. Rocco, the Patron of San Rocco area in Livigno. www.livigno.eu

Via Bondi in Festa: 19th August

A night dedicated to shopping: the shops located along the area S. Antonio will be open to make you experience the shopping under the stars with a unique atmosphere.

www.livigno.eu

Trofeo delle Contrade: 25th August

The Districts Trophy of cross-country skiing, will have an unusual summer look...the downtown and shopping streets will be exceptionally covered by snow to host what is considered one of the deepest traditions in Livigno. To this race will take part the locals, defending the colors of their district, with sports clothes and equipment of the past.

https://www.livigno.eu/en/evento/Districts-Trophy_191

National Park Bike Marathon: 26th August

The mountain bike race that winds in the Swiss National Park, passes through Livigno, where it stops. It is a competition that gives participants views and scenic routes that are unique in the world.

www.bike-marathon.com

Via Dala Gesa in Festa: 27th August

On this special day, the street "Via Dala Gesa" with its shops will provide to all guests of Livigno lots of entertainment and amusement with food corners, music, games and bouncy inflatable houses for the little ones.

www.livigno.eu

Icon Extreme Triathlon: 1st September

The first edition of an extreme triathlon race, that will be organized like that:

1. Swim: The 3.8 km swim will lead you to dive into the waters of Lago del Gallo.
2. Bike: 195 km with approximately 5000m of elevation, crossing into the neighboring Switzerland.
3. Run: 42.2 km with departure from Trepalle Livigno and arrival in Carosello 3000m in Livigno.

<http://www.iconxtri.com>

Triathlon Cross Country Livigno: 2nd September

1km of swim, 21km of Mountain Bike, 6km of run. <http://www.iconxtri.com>

Triathlon Sprint Livigno: 3rd September

The shorter version of the race, with "just" 750m of swim, 20km of road bike, and 5 km of run.

<http://www.iconxtri.com>

Saint Patron Day: 8th September

Livigno celebrates its Saint Patron, Santa Maria Nascente, with the historic procession in which the standard dedicated to the Virgin Mother is exposed. The program also includes fun and gastronomic activities.

https://www.livigno.eu/en/evento/Saint-Patron-Day_241

Alpen Fest: 23rd / 30th September:

The return of the cattle from the summer transhumance will actualize in this event starring breeders with their heads of cattle, adorned with precious bells and garlands, in an exhibition in which they will win awards by category. This event come together with the Livigno Cheese Festival.

www.livigno.eu/evento/ALPEN-FEST_294

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