VIALATTEA // BARDO: A LONG-TERM VISION FOR THE OLYMPIC MOUNTAINS

Investment, strategy, innovation and year-round tourism in the spotlight at Palazzo Madama. 2026/27 season pass sales get under way

TURIN, 3 July - A mountain destination that invests, innovates and looks beyond the winter season. That is the vision at the heart of the meeting "**Vialattea // Bardo: investment, local ties and a long-term vision"**, held today in the Sala Feste ballroom at Palazzo Madama in Turin, where institutions, local authorities, operators and stakeholders heard about the progress made and the development plans under way at Vialattea and Bardonecchia, both controlled by the **international fund iCON**. The project aims to **strengthen one of Europe's leading ski areas** through investment in infrastructure, technological innovation and the development of human capital, and through a strategy centred on mountains that generate value all year round.

With around **2 million skier visits a year**, the international Vialattea // Bardo network of ski resorts is now looking towards a broader development model in which tourism, the economy, jobs and the quality of the experience are all part of a single vision.

*"With up to **500 kilometres of pistes** and a well-established presence in international markets, Vialattea // Bardo is now one of the most important tourism hubs in the Alps. Our ambition is to consolidate this position through **investment, innovation and the quality of the experience**. We firmly believe that the mountains can and should be seen as strategic infrastructure, capable of generating economic value, jobs and growth for the entire area,"* says **Massimo Feira, Chairman of Sestrieres S.p.A.**

Bringing Vialattea and Bardonecchia together is one of the key elements of this strategy: **two destinations with strong identities and complementary strengths that share a common vision** for development, based on investment, innovation and making the most of the local area, with the aim of creating a single large ski area and raising the international profile of the area as a whole.

*"Integration with Vialattea, investment in snowmaking and the technological upgrading of our lifts are all **building blocks of a wider strategy** aimed at making the area more competitive, improving the experience for our guests and generating value for the entire local economy. Bardonecchia is now entering a new chapter in its history: more integrated, more innovative and stronger, while staying true to its authentic identity,"* comments **Nicola Bosticco, Chairman and CEO of Colomion S.p.A.**

"*A long-term vision, close cooperation between the most active and enterprising players in the area, major investment to complete the plan to upgrade snowmaking across the whole ski area, and initiatives to extend the season and turn the unexpected success of Piedmont's 2025 summer mountain season into a lasting trend. These are the features that put the multi-year Vialattea and Bardonecchia project squarely in line with the development model that the Piedmont Region is backing with substantial funding across all these sectors: a model based on innovation, quality, and bringing together tourism, retail, sport, major events and our outstanding food and wine, which we promote in Italy and around the world,*" say **Alberto Cirio, President of the Piedmont Region, and Regional Councillors Paolo Bongioanni (Trade, Agriculture and Food, Tourism, Sport and Post-Olympic Legacy, Hunting and Fishing, Parks), Marco Gallo (Mountain Affairs and the Ski Industry) and Andrea Tronzano (Budget)**. "*The public and private sectors*

*are working together to make this important part of Piedmont's tourism industry more competitive and better able to attract new types of visitor and respond to fast-changing markets, generating real added value and benefits for our mountain communities.***"**

The benefits of the ski area's development plan are also felt in Piedmont's capital, as highlighted by **Stefano Lo Russo, Mayor of Turin and of the Metropolitan City of Turin**: "*The Olympic mountains are one of the jewels of the metropolitan area, an environmental, economic and social resource that makes the area more competitive nationally and internationally. In this context, Vialattea // Bardo and the integration of Vialattea and Bardonecchia are a strategic asset, because they bring out the distinctive character of each area within a shared vision for development and make them more attractive. It is essential to keep working with a long-term perspective, focusing on investment, innovation and reducing seasonality, to make the mountains ever more vibrant all year round. Turin and its mountains are a single ecosystem: working as a team means strengthening their competitiveness and international profile, for the benefit of the entire metropolitan area and of Piedmont.*"

Strong local ties - a central part of the "vision" for the development of Vialattea and Bardonecchia set out by the ski area's management - were reflected in the attendance of **Mauro Meneguzzi, President of the Unione Montana Comuni Olimpici Via Lattea (the association of Via Lattea Olympic mountain municipalities); Chiara Rossetti, Mayor of Bardonecchia; Valeria Ghezzi, National President of ANEF (the Italian association of cable car and ski lift operators); and Gianpiero Orleoni, President of ARPIET Piemonte (the Piedmont association of ski lift operators)**, who all expressed their full support for the project.

Investing in competitiveness

This growth is backed by a major investment plan launched in recent years. Since 2022, **Sestrieres S.p.A. has invested €50 million in the area**, confirming a strategy of ploughing the resources it generates back into developing the ski area, improving infrastructure and making the destination more competitive.

A significant share of this investment has gone into **upgrading snowmaking**, which is seen as key to ensuring continuous operations, good snow quality and a reliable ski season. Around **€20 million has been invested** in this area alone. In Sestriere, the final stage of the major snowmaking upgrade launched in 2023 is nearing completion, with total investment of €13.5 million covering the Alpette, Sises, Borgata and Banchetta sectors. At the same time, the plan is being extended to the other sectors of the Vialattea, with €12.5 million already allocated for work in the Sauze d'Oulx, Cesana-Sansicario and Cesana-Claviere areas. An initial phase of work worth around €6.6 million, focusing on **key links and priority areas across the ski area**, is already getting under way in summer 2026. The aim is to create a more cohesive, modern and sustainable Vialattea, ensuring optimal conditions and an increasingly reliable ski season.

"*Investing means building the future of the mountains. We are continuing to* ***improve infrastructure and services*** *to give skiers an even better, more reliable experience. At the same time, we are also innovating on the commercial side, with earlier season pass sales and new opportunities for our customers,"* says **Luisella Bourlot, CEO of Sestrieres S.p.A.**

A year-round mountain destination

The long-term vision looks beyond the ski season and aims to build on the work already under way to **reduce seasonality**. The goal is to gradually turn Vialattea // Bardo into a destination that brings economic

benefits for most of the year, adding **at least 90 days of summer operations to the current 130 or so days of winter activity**, and eventually reaching more than 220 days of activity in total.

The strategy aims to broaden what the area offers for **hiking, mountain biking, golf, outdoor activities, events** and nature tourism, creating new business and job opportunities locally and consolidating the role of the Olympic mountains as an increasingly well-rounded destination.

2026/27 season pass sales get under way

The meeting also coincides with the launch of **2026/27 season pass sales**, which open on 4 July, several weeks earlier than in previous years.

For the first two weeks, the **price of the season pass remains unchanged** for the third year running. After that, prices will rise gradually in three bands, with discounts for under-16s, families and anyone who buys early.

Other highlights for next season include season passes that are also valid for summer 2027, and the evening opening of Sestriere's Kandahar Giovanni Alberto Agnelli piste on designated night-skiing days.

For information: vialattea.it and bardonecchiaski.com

Jeep UniCredit Trenitalia Rossignol europ assistance you live we care Radio 105 Con il patrocinio di: Regione Piemonte Città di Torino Torino Metropoli Charity partner Fondazione Allegra Agnelli

Press contacts:

SEC & Associati

Alfonsa Sabatino

Email: alfonsasabatino@gmail.com; mobile: +39 3470151911

Manuela Mesco

Email: mesco@seceassociati.it; mobile: +39 3427336015