

Tour de Pologne UCI World Tour and Madonna di Campiglio, the partnership driven by the passion for great sporting events continues

The bond between the well-known ski resort and the Lang Team is stronger than ever, thanks to the common vocation of organising international events.

The winter season is getting into full swing and Madonna di Campiglio is preparing to welcome tourists from all over the world. Located between the Unesco World Heritage Brenta Dolomites and the Adamello-Presanella glaciers, this location has a special relationship with Poland, and this year, too, the Tourist Board expects Polish guests, who over the years have already shown their appreciation for these slopes.

"Every year we work so that skiing becomes an all-round experience," said Tullio Serafini, President of the Madonna di Campiglio Tourist Board. *"That's why we have introduced a series of new features to further improve the quality of the skiing experience: from dynamic ski pass pricing to Pay per Use, from the weekly ski pass that includes the area's top experiences to some new features on the slopes that we are looking forward to letting all our users discover."*

Not only winter sports. Madonna di Campiglio is a reference point for practising many other sports including - of course - cycling, which has seen a marked growth in recent years. This escalation is also due to important events in the biking world hosted by this resort that open the summer season, with an invitation to experience the beauty of these mountains all year round. President Serafini explained:

"Our mission is to make the area known to our Polish guests in the summer as well. It is a time of year that gives them the opportunity to experience the full range of outdoor activities in place, the exclusive experiences on offer, combined with the Italian style that characterises Madonna di Campiglio. In addition to the numerous routes in the area - which can also be ridden on the e-bike - an interesting offer for cycling enthusiasts is DoGa-Dolomiti Garda Alpine cycling route: an itinerary through four Alpine valleys, from the Adamello Brenta Nature Park mountains to the Lake Garda waters. Along the route there are numerous highlights and opportunities to get to know the area and the traditions of its people." continues Serafini.

"I have a very special bond with Madonna di Campiglio. This region offers tourists and sportspeople a wide range of activities to enjoy all year round" - says Czeslaw Lang. *"In 2022 the winners of the ORLEN Tour de Pologne Amateurs, one of the most popular amateur races in Poland, were rewarded with a one-week stay for two in the Dolomites and a ski pass. A very interesting prize,"* he concludes.

A partnership between Madonna di Campiglio and Tour de Pologne, which thus continues with the human relations dimension shared by both of them as well as their attitude in organising major events."

"One of the things that brings us closer to the Lang Team is the strong vocation for organising big sporting events," Serafini concluded. *"From the 3Tre alpine FIS ski world cup race to the ski mountaineering competitions in winter, from bike competitions to the retreats of big sports teams in summer: Madonna di*

Campiglio is a real must for sportsmen and fans. It is very important for us to be part of the Lang Team relational platform, it allows us to dialogue with the best companies in the Polish market, expand our PR and establish fruitful collaborations." concludes the President of the Madonna di Campiglio Tourist Board.

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