



## **CERVINO THE ONE A NEW LOOK FOR CERVINO SKI PARADISE**

CERVINO THE ONE is the name of the strategically important facility that, in just over fifteen minutes, will connect the center of Breuil-Cervinia to Plateau Rosa, the border area with Switzerland where the Matterhorn Alpine Crossing begins, leading to the Piccolo Cervino. The name focuses on the iconic mountain—known throughout the world—and the uniqueness of the project, in a combination of simple, universal, and identifying words. The futuristic project was presented at the end of August and is now ready to enter the implementation phase.

It is a project that has been studied and dreamed of for years, which will change the face of the tourist resort, maintaining its high level of international competitiveness and redeveloping various areas and structures that are disused or no longer functional. A project within a project, to expand its tourist offering and restore the Bardoney and Plan Maison areas to their former glory.

A journey that becomes an experience, an increasingly comfortable and efficient ascent, which will save precious minutes of waiting time that can instead be spent on relaxing descents, among the 350 kilometers of Cervino Ski Paradise, one of the largest ski areas in the world, moving on skis between Breuil-Cervinia, Valtournenche, and Zermatt.

The new lift will once again revolutionize the concept of seasonality, which Cervino Ski Paradise has already changed in the last two years by effectively eliminating the spring closure. CERVINO THE ONE will double the line to Plateau Rosa and guarantee uninterrupted operation 365 days a year. Endless seasons, mountains always accessible, even during periods of lower attendance.

These are state-of-the-art 3S cable cars from Leitner in Vipiteno, the leader of a group of companies that has presented a project that goes far beyond the replacement or construction of a ski lift. Breuil-Cervinia will kick off the new season on October 25, with its sights already set on a future yet to be built. Work is expected to begin in the spring of next year and be completed on the eve of winter 2029/2030. An investment of nearly €200 million will allow the famous Alpine resort to undergo a major renovation.

Technical data for Cervino - the one:

### FIRST SECTION

BREUIL-CERVINIA/PLAN MAISON

1,825 meters - inclined length

517 meters - vertical drop

3,000 people - hourly capacity

4'28" - travel time

### SECOND SECTION

PLAN MAISON/PLATEAU ROSA

4,145 meters - inclined length

919 meters - vertical rise

3,000 people - hourly capacity

9'22" - travel time

Multimedia material:

<https://bit.ly/cervinotheone>