

## PRESS RELEASE

### Summer 2018 Family Adventure with BIG Family Stubai

Fun for the little ones while the parents relax. That is how summer should be!

**Stubaital, 2018: "Bye Mum, see you Dad – I'll be back later!" This is something that you are very likely to hear a kid say as part of a family holiday in the Stubai Valley. The competent supervisors from the BIG Family Stubai Summer Club are happy to take care of the little ones and transform your holiday into a real adventure with a wide-ranging children's programme. While the parents are off exploring on their own, the BIG Family mascots, B. Nice & Co., will wow the children with everything they have in store for 2018.**

BIG Family will have an extra portion of animal magic this year thanks to Hanna the Hen, with her friends Caroline the Cow, Paul-Gaul the Horse and Olli the Sheep. The **supervised BIG Family Summer Club** will be getting underway with lots of clucking and neighing for kids **aged 4 and older** and for teens **aged 10 and older** on **25 June 2018**. These funny fellows really feel at home in the Stubai Valley! They have always longed to be here, longed for the high-speed fun of the **summer toboggan run at Serles Park**, an exciting journey of discovery between the forest floor and the airy treetops on the **Treehouse Trail in Schlick 2000**, as well as the sparkling moments promised in the **Ice Grotto at the Stubai Glacier** and they have never been anything less than the best when it comes to family competence.

#### **BIG Family Fun – every day is an experience**

**Mountain Olympics**, adventure excursions to the **Klaus Äuele Kid's Park**, a puzzle tour on the **Treehouse Trail** and **Chocolate Smuggling** not only sounds tantalizing, it actually is! Little holiday-makers **aged four and above** can look forward to this and other exciting programme highlights. The activities for children **aged ten and above** are even more exciting. Among other things, **tandem paragliding, geocaching, the flying fox** and **stand-up paddle boarding** will ensure that even grumpy teenagers will find their holiday in the mountains anything but boring. Parents also love the benefits that come with the **BIG Family Stubai Summer Card**. It is not only valid for children aged under 15, but it is also free when booked via a **BIG Family partner organisation**. It includes free rides on the mountain railways as well as reduced entry prices. **BIG Family Premium Homes** and **BIG Family Restaurants** also ensure that even the smallest guests will never feel left out on the family holiday.

#### **'Let's party' – BIG Family celebrates the parties whenever they fall**

This year, these parties are being held as part of the **BIG Family Week**, taking place from **23<sup>rd</sup> to 27<sup>th</sup> July 2018** and the **BIG Family Stubai Summer Festival** on **3<sup>rd</sup> August 2018**. The four **Stubai Mountain Railways** will be soaring to dizzy heights, to gentle alpine meadows and to crystal-clear lakes, all as part of the BIG Family Week. Upon reaching their destination, participants will build boats, fill water bombs, listen to fairy tales, step into different roles and open the door to new magical adventures every day. B.Nice and her relatives B.Ear and B.Fast are inviting you to the amazing **BIG Family Stubai Summer Festival**, taking place at **Kampl See** in Neustift on **3 August 2018**. Here, you will find a grandson dancing his grandma, while dad takes his daughter to the face-paint stand, and mum accompanies her son to the game stations run by the BIG Family Team and the Playfolk.

## 'My happy place' – mountains, trees, water, glaciers

BIG Family Stubai are not the only ones who are happy, you will be too! No wonder, once you find out the amazing variety of nature that awaits you in Stubai. Whether you are taking a quick look at the mountain landscape or visiting the Serles Park with its family-favourite Serles Lake, including **Serles Water**. Here at the waterpark, the kids can amuse themselves with the tap-slucice system and the wildwater run, in the huge sand playground, floating on a raft or, **new for summer 2018**, on the **high-ropes course**.

Dwarf Bardin is waiting with puzzles, tasks, and lots of interesting information on the **Stubai Treehouse Trail** in Schlick 2000. Covering almost 5,000m<sup>2</sup>, the forest area is Bardin's kingdom and an easy-to-walk, buggy-friendly trail leads through his 'house'; perfect for all the family. The dwarf has also been doing some building work. Starting in summer 2018, he will also be inviting children into his new dwarf workshop, as well as the **dwarf's pointed cap** and the **dwarf's music room**.

Children can learn how a spherical sun dial works at **Elfer** in Neustift. This is where you will find the **largest walk-in sun dial** in the Alps, which marks the start and finish of the thrilling '**Geh-Zeiten-Wege**'. These show how the months got their names, for example, or how old the rocks around the Elfer are. For action and wonder, watch the paragliders and downhill bikers, who launch themselves into the air or down the valley close to the mountain station.

If you want to cool down on the hot summer days, it is definitely worth taking a trip to the **Stubai Glacier**. Here is where at a height where mountains in other regions have already reached their peak the glacier fun just gets started. This is guaranteed with the **children's play area** at the Eisgrat Mountain Restaurant, located 2,900 metres above sea level, where you can experience fascinating glacier phenomena. The kids will certainly have fun at the **BIG Family Ice Rally**, where there are tricky games to solve about the glacier and the Big Family Mascots.

Finally, fun tasks await on the new **wild animal trail** ('Waldtierweg'), which leads from Schönberg in the Stubaital all the way up to the beautiful Gleinzer Höfe farmyards. Whether big or small, those hungry for knowledge will learn more about the forest and its inhabitants along the way. It is a question of proving your skill and sharp senses at the five stations along the **animal discovery trail**.

Family holidays in the Stubai Valley; the perfect mix of fun for kids, relaxation for adults and time for shared experiences. Safe in the knowledge that the kids are in the best hands, a tour of the **Seven Summits of Stubai**, the **WildWaterWay**, or the **Nature Sites** is soothing for parents' souls.

### **One ticket, endless experiences: The BIG Family Stubai Summer Card**

All children under the age of 15 who go on holiday with a BIG Family partner company receive the **BIG Family Stubai Summer Card** for free as a welcome gift on arrival. As well as **free rides on the mountain railways and reduced entry fees**, there is a great leisure programme to be discovered in the amazing alpine world of the Stubai Valley.

Since those responsible in the Stubai Valley take varied family fun seriously, the BIG Family Stubai Summer Club (ending 7 September 2018) is being extended to include a new **Autumn Programme** from 1 to 26 October 2018. Here, the same motto applies: "Mum, Dad, relax. I'll be back later!"

## STUBAI VALLEY – A FASCINATING PLACE

The Stubai Valley in the Tyrol is located near the state capital of Innsbruck and is – thanks to the Brenner Motorway – easy to reach from Germany, Austria, Switzerland and Italy. 35 kilometres long, surrounded by 80 glaciers and 109 mountains with 3,000 metres peaks, the Stubai Valley has five main villages: Neustift, Fulpmes, Telfes, Mieders and Schönberg. Its year-round programme is particularly popular for active holidaymakers: the Stubai Glacier, the largest glacier ski region in Austria offers the finest skiing enjoyment until mid-June. Varied summer programmes and a superbly developed 65 km network of alpine huts and trails also await holidaymakers at the Wanderzentrum Schlick 2000 in Fulpmes, in the hiking region of the Serlesbahnen cable cars near Mieders or the Elferbahnen cable cars in Neustift. In summer, visitors can enjoy hiking, climbing, mountain biking, paragliding with excellent thermal updrafts, rafting, kayaking, Nordic walking, tennis, yoga, swimming and many other kinds of sport in the open air.

One five-star hotel, four four-star-superior hotels, 32 four-star hotels, three three-star-superior hotels, 38 three-star establishments, and around 4,700 beds in holiday apartments and guest houses with a high standard, as well as traditional farmhouses and three camping places, offer comfortable accommodation for every requirement.

Numerous special offers, such as free travel on buses, the Stubai Valley railway and the mountain cable cars, as well as entry to the swimming pools at Neustift and Mieders, are included in the **Stubai Super Card**, which you automatically receive from May to October when checking in to stay at participating establishments. Children under the age of 10 can travel on all cable cars free when accompanied by a paying parent.

The Tourist board Stubai Tirol provides information about current offers, dates and events on the website [www.stubai.at](http://www.stubai.at). The online accommodation search helps you to find the right accommodation for your holiday. It's possible to simply send enquires by email at [info@stubai.at](mailto:info@stubai.at) or by phoning +43 (0)501881-0. Stubai Tourism are delighted to help you find package deals or to organise and arrange transfers to/from the airports of Munich and Innsbruck – just contact them at tel: +43 (0)501881-170 or 171 or by email at [stubaitouristik@stubai.at](mailto:stubaitouristik@stubai.at).

You can find downloadable images in our press portal at [www.stubai.at/en/press/](http://www.stubai.at/en/press/)

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