

PRESS RELEASE

Stubaital Winter – Fun for the Entire Family

Quality holidays and a broad variety for kids guaranteed throughout Stubai's winter season.

Stubaital, 2018: The many awards the Alps' most family-friendly skiing region already received bear witness to the fact that Tyrol's Stubaital is, above all, characterised by its family-friendliness. The mascots of the BIG Family Stubai, who warmly welcome young visitors in winter, have made major contributions thereto as well. Further criteria are provided by the skiing resorts themselves, which are geared to the needs of families and offer free rides for children under the age of ten when accompanied by a paying parent, as well as the many quality-tested ski schools that convince entire generations with the BIG Family Stubai concept.

What exactly is this BIG Family Stubai idea that inspires so many children characterised by though? Where do the funny companions, these great holiday entertainers come from and where can you meet them? These questions are answered in no time when spending your winter family holidays in the Stubaital.

Top care and lots of on- and off-piste fun

Outdoor exercise, making new friends and having fun together – children simply love skiing. The **mascots** of the **BIG Family Stubai** and their many hard-working helpers, the **well-trained children's skiing instructors** in the Stubai Valley, are also well aware of this fact. Together they make sure that you can spend perfectly care-free skiing holidays with children.

At the Stubai Glacier, Austria's largest glacier ski area, the mascots B.BIG and Mini B. welcome their protégés to the **BIG Family Children's and Youth Ski Camp**, where children from age four can learn how to ski in the Mini- and the Kinderland areas. Even during lunch, kids are well looked after in the Kingdom of Snow. In addition to the colourful **BIG Family Kinderland**, the **BIG Family Kindergarten** and the spacious BIG Family Children's Restaurant are also part of the glacier's family offer. The **weekly snow cat rides** and the exciting ice rally through the ice grotto, a fascinating tour directly in the eternal ice, will make your kids' eyes sparkle. Blue ice, mysterious holes and fascinating layers – 30 metres below the ski slope the mountain looks weird and fascinating at the same time. Skiing fun and action can be experienced by young and older guests alike on the BIG Family Boarder Cross trail with wave tracks and steep bends, the BIG Family Slalom or on the one-kilometre **BIG Family Fun Slope**. **NEW** this winter is the **BIG Family Slopestyle** area at the Gamsgarten, where the freestyle stars of tomorrow show their first jumps.

Mascot **BIG Ron's** home is in the **Schlick 2000 Skiing Centre** in Fulpmes. As soon as the first snow has fallen, he puts on his yellow cap, shoulders his pink skis and sets out from the Kalkkögel, his summer residence, to the **Kinderland** that features, among other things, several magic carpets, a ski carousel, colourful flags as well as a slalom and a zigzag course for young guests. Fun and play are guaranteed thanks to our patient skiing instructors. Dormitory and changing room, lunch offer and more – in **BIG Ron's play and warm-up room** even babies from three months of age are welcome without registration. As the play and warm-up room is right in the ski area, mum and dad can hereby visit their loved ones any time.

At the Elfer in Neustift, mum and dad really enjoy taking their little ones on the long and perfectly groomed toboggan runs of the **Elferbahnen**. No less than three runs are available here, two of which are even illuminated at night three times a week. Skiing families will not only appreciate the demanding runs on Neustift's mountain, but also the **practice area** in **Krößbach**, where **Elfi the ski owl** is at home. The relatively flat terrain with a low gradient is ideal to take the first steps. Thanks to the practise lift and a magic carpet, you can quickly and easily enjoy several descents a day. The offer is completed by a ski rental shop and a lodge for warming up.

Mieders is all about the children! The mascot **King Serli** not only likes to share his title with his little fans, but also opens his **Kinderland** realm at the **Serlesbahnen** Valley Station to them. The terrain is separated from the other pistes, allowing young beginners to safely practice in a protected environment. Various learning aids, such as a practice lift and magic carpets, guarantee comfortable transportation to the top. The location next to car park and bus stop is not the only advantage: **Parents** who want to support their children taking their first steps in the snow do not even need a **ski pass**!

Events for kids

Members of the BIG Family Stubai can also witness great festivals in the Stubai Valley time and again. On **30 December 2018**, together with many young visitors, New Year is celebrated at the **BIG Family New Year's Eve Warm-up Festival** – including spectacular fireworks! The popular, cuddly mascots will, of course, also be out and about thereafter, taking care of your little ones. The same fun factor applies to the **Life Radio Winter Tour** at the Kreuzjoch panorama restaurant on **10 February 2019** in the Schlick 2000 resort or to the event on **05 March 2019** when BIG Ron invites you to join his **Carnival Party** at the Schlick 2000 Intermediate Station.

Also on the **5th of March** in the afternoon, the Stubaier Gletscher invites family with kids to celebrate the **BIG Family children carnival** at the station Gamsgarten. The red nose Clowndoctor, a DJ for kids as well as a clown show with Herbert and Mimi, will provide a lot of entertainment and fun.

Family holidays with top service

In addition to the ski courses, there are many additional services that B.BIG and Co. have devised for their protégés. **When accompanied by a paying parent, children under the age of 10 can ski** all four resorts **free of charge**. Another advantage in the skiing areas are the **separate lift access lanes** for ski course children that prevent waiting and boredom.

The BIG Family does not only provide great offers in resorts, but also down in the valley. The **BIG Family Premium Homes** are accommodation offers especially designed to meet the needs of children. In addition to that, the **BIG Family restaurants** serve delicious kids' menus and even comply with extra wishes little guests might have. And as if that weren't enough, the BIG Family organises several parties during the winter season. In a nutshell: there is nothing in the way of an unforgettable skiing holiday with children.

The STUBAITAL – Top winter pleasure

The Stubaital in Tyrol is close to the state capital of Innsbruck and can best be accessed via the Brenner motorway from Germany, Austria, Switzerland and Italy. With a length of 35 kilometres, surrounded by 80 glaciers and 109 three-thousand metre-summits, the Stubaital and its five main localities Neustift, Fulpmes, Telfes, Mieders and Schönberg presents itself as an ideal holiday region. The all-season offer attracts above all active holiday-makers: The Stubai Glacier, Austria's largest glacier skiing resort, offers guaranteed snow from October to June.

Since October 2016, the ultramodern **3S Eisgratbahn** with its new Valley Station, renovated intermediate and summit stations, reliably and comfortably takes 3,000 people per hour up to an altitude of 2,900 meters above sea level.

Everything young and older guests require to enjoy perfect skiing pleasures is on offer in the Stubai. Not for nothing the Stubaital has already been distinguished several times as the "family-friendliest skiing resort of the Alps". Skiing fun on perfectly groomed pistes outside the Stubai Glacier area awaits holiday-makers in three other skiing resorts as well: In the Schlick 2000 Skiing Centre in Fulpmes, the family skiing resort of the Serlesbahnen near Mieders, as well as the Elferbergbahn in Neustift. Alternative winter sports activities in the Stubai are just as popular as classical skiing.

One five-star hotel, three four-star superior hotels, 33 four-star lodges, two three-star superior hotels, 39 three-star guesthouses with high standards and approximately 4,700 beds in holiday apartments and guesthouses as well as in traditional farms and three camping sites offer comfortable accommodation for every taste.

On the website www.stubai.at, the Tourismusverband Stubai Tirol informs about current offers, dates and events. The online accommodation search helps to find suitable accommodation. Inquiries are possible by email to info@stubai.at or via telephone +43 (0) 501881-0. Stubai Touristik is at your service when it comes to package deal reservations or the organisation and brokering of transfers from/to Munich and Innsbruck airports. Call +43 (0) 501881-170 or -171, or email to stubaityouristik@stubai.at.

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