

PRESS RELEASE

Mountains, lakes and glacial ice: Discover nature with BIG Family Stubai in the 2019 Summer Experience

A double dose of family happiness: a cool children's programme & top trip opportunities!

Stubaital, 2019: The child-friendly BIG Family program of the Tyrolean Stubai Valley means adventure, fun and variety and offers the best environment for a fantastic family holiday. Its central location in the heart of the Alps means that it is quick and easy to reach the valley. Accommodation such as the BIG Family Homes and the BIG Family partner businesses, who know equally well what makes guests happy – whether little or big – the capable BIG Family Stubai Summer Club supervisors, and especially the new developments in the Stubai Mountains, make it a destination, which promises summer adventure.

Other members of BIG Family Stubai include the mascot B. Nice, her fun-loving companions and the best trained carers in the valley. In summer 2019 they will be supported by the daring “Wendelin Wasserfloh”, who has a lot of fun in store. Together they form the BIG Family Stubai expert team, which knows where the best adventures are to be had and where to discover new things.

Family Fun to the Power of Four

Even during school breaks, holiday fun is easy to multiply. A total of four mountain railways await you with incomparable views, beautiful trails for walking, places to play and discover, and all sorts of excursion highlights.

A trip into the ice age

An impressive novelty can be found on the **Stubai Glacier** in summer 2019. At the Bergstation Eisgrat, at an altitude of 2,900 meters, an imposing wooden mammoth takes you right back into the ice age. The six meter high, seven meter long creature is an adventure playground with many different activities and also a popular spot for taking photos. Which of your friends would not be amazed by a snapshot with this prehistoric giant, sent straight to their smartphone, with a cool greeting from the eternal ice? Speaking of cool: 30 meters below the surface, kids in the ice grotto on the Stubai Glacier playfully learn about glacial phenomena at the **BIG Family Ice Rally**.

Exploring the adventure trails

In the **Schlick 2000** hiking centre, various theme trails invite you to discover nature. The flora of the area is presented on the “**Alpenpflanzenlehrpfad**” (alpine plant nature trail) and on the “**Naturlehrweg**” (nature trail) the animals stand at the centre of the different stations which are there to be discovered. In the “**Abendweide**” (evening meadow), resting points provide some relaxation, before the “**Scheibenweg**” (disc trail), where things can get pretty frantic as the children run along after their wooden discs. The dwarf Bardin leads his regiment between the middle station of Froneben and Alpengasthof Vergör. This is where you will find the “**Baumhausweg**” (treehouse path), an easily walkable, buggy-friendly route which is lined with tree houses. The individual stations in the treetops are true wooden jewels, perfect for romping around.

Easy access to the cool water

In Mieders, it's the **Serlesbahn** and the **Serlespark** that are the great attraction. The new development here is the gently sloping access to the idyllic reservoir pond and the three smaller pools with many opportunities for playing, splashing around and building sand castles. In total, there are **two kilometers of barrier-free access** around the lakes - perfect for prams. Starting this year, an addition to the valley station of the Serlesbahn has also made it possible for more gondolas

to be in operation, which means it is now possible to have more goes on the summer toboggan run. On to **summer toboggan fun** which is to be had on Serlesbahn Mieders.

Night-time on the mountain

A very special experience for little night owls can be had on the Elferbahn in Neustift. Between 16 July and 20 August 2019, it will be running six times, always on Tuesdays, on the **sunset rides** until the evening hours, ending at 9.30 pm. Quite apart from this, a visit of the Elfers is also highly recommended during the day. Not far from the mountain station is the **largest walk-in sundial in the Alpine region**. It is a great viewpoint and also the start and end of the very informative “**Geh-Zeiten-Wege**” (Time Tracks) which explore ideas of space and time. Family holidays in the Stubai Valley are thus valuable in all sorts of ways: they bring children closer to nature, make them more appreciative of their time off together and provide lasting memories!

Barnstorming BIG Family program starting on 24/06/2019

In the BIG Family Summer Club, two age groups set out to discover nature in Stubai. For children from the age of five, this means, among other things, exciting treehouse rallies, wild animal quizzes, visits to **Kid's Park Klaus Äuele** and riding trips with ponies. The older children and youngsters aged 10 and up explore the valley during adventurous activities. They solve puzzles as they go geocaching, rise to lofty heights during tandem paragliding, plunge into the cool water on rafting tours and test their muscles against the rough rocks of the via ferrata experience.

Children below the age of 15 who stay with a BIG Family Stubai Summer Club partner receive the **BIG Family Stubai Summer Card** upon check-in. It entitles them to participate in the program and includes the transfer services to the base at the “Kampl See” (Lake Kampl), free rides with the four Stubai cable cars, one free entry to two outdoor pools, and many other discounts.

As well as spreading good spirits, the BIG Family Stubai is really good at something else too: Celebrating! On **02/08/2019** the **great BIG Family Summer Party** will be taking place at “Kampl See”. Between 2:00 pm and 5:00 pm, fabulous beings will also be playing in this almost magical place. In the activity areas, the play folk provide the best kind of entertainment. Exciting walks and diverse acts characterise the **BIG Family Week** from **22/07/2019 to 26/07/2019**. For magic extravaganzas, circus workshops, a clown show and a puppet theatre, just head off in the direction of the four Stubai cable car lines.

BIG FAMILY STUBAI FACTBOX:

Summer Programme:	24/06/2019 until 06/09/2019
Autumn Programme:	30/09/2019 until 25/10/2019
2 groups with age-appropriate activities:	5+ (5-9 years) and 10+ (10-15 years)
Guests in Premium Homes & Partner businesses:	Participation is free
Day ticket for non-members:	€ 25.00 plus expenses

STUBAI VALLEY – Moves You!

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" (hiking centre) 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, 31 four-star hotels, three three-star-superior hotels, 37 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. 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 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.

You can find downloadable images in our press portal at www.stubai.at/en/press/

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