

PRESS RELEASE

BIG Family Week 2019

Fairy tale walks, participatory circus and a children's party all provide plenty of fun this July!

Stubai Valley, 2019: Visitors both young and old can be sure of fun, games and lots of excitement in the Stubai Valley, with nature, a packed family programme and even more action from 22 to 26 July. The four Stubai mountain railways, the Stubai Glacier, the Schlick 2000 hiking centre, the Neustift Elferbahnen gondolas, the Serlesbahn Mieders cable car and the Kampler See lake will all come together to make the BIG Family Week 2019 an exciting world of adventure and experience. Each day, new and exciting spectacles will be on offer in a different location. The BIG Family Summer Stubai Club warmly welcomes both local children and visiting children together with their families.

The BIG Family Week in the Stubai Valley will tempt younger visitors into an exciting, fabulous world of adventure. They will make their way up into the eternal ice, and down into the dark, enchanted forest. Each day will bring new, amusing and exciting experiences, and it is even possible that visitors will meet one or another mythical creature. You never know what adventure may be waiting behind the next tree!

A week of wonder, laughter and dancing

On **Monday 22 July** the BIG Family Week kicks off with a magical programme at the foot of the Serles mountain. The great storyteller Christian Stefaner will lead a fairy tale walk around the mystical Serlessee lake. Visitors both young and old will be enchanted with his brave and thrilling tales. Strange things will be there to be discovered, such as monster spit.

Plenty of amusement will be on offer the next day too. On **Tuesday 23 July** the clown and his friends will be doling out the laughter at the **Schlick 2000**. Our clown has plenty in store, with hilarious jokes, fun stories and plenty of Tyrolean dialect and funny local words, which will make the best sort of entertainment – and not just for the little ones.

The magic moves on **Wednesday 24 July** to the gondolas of the Elferbahnen. Where the great sundial rises up over the Stubai Valley, Robert the magician will provide spectacular and amusing moments with his children's magic show. Robert's bag of tricks contains many surprises both large and small, and certainly more than just a hat and a rabbit.

Then on **Thursday 25 July** all eyes are turned upward as the **Stubai Glacier** invites us all into its fascinating icy world. In cool realms where the snow does not melt, even in summer, clown duo Herbert and Mimi will tell their amusing stories – with laughing fits all included.

The **closing ceremony** of the BIG Family Week will take place on **Friday 26 July** at the **Kampler See**. Lots of great play areas, a bungee trampoline, delicious feasts and sweets are sure to provide fun and sweet moments for the many visitors. Later, when it starts to grow dark and the first stars begin to come out, the fire artists will get to work with a spectacular final show. Spectacular moments guaranteed.

Each day the programme starts at **12:00 noon and continues until about 16:00**. On the **Friday** the times are later, from **20:00 to 22:30**. Guided and supported walks will show visitors the Stubai mountain landscape from an entirely new angle.

BIG Family Summer Festival 2019

Just one week later, the big family event of the year will be held once again in the Stubaital. On **2 August** the **BIG Family Summer Festival** will be held at the **Kampler See**. From 14:00 to 17:00

crawl-through tunnels, bubbles and water bombs will make children's eyes light up. Meanwhile, the varied entertainment programme brought to you by the Spielvolk company will delight older visitors as well.

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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