

## PRESS RELEASE

# Enjoy the Snow instead of the Sand: Stubai Winter Holidays for Active Connoisseurs

Everyone is talking about climate-conscious holiday-making. The Tyrolean Stubai Valley offers an environmentally-friendly alternative to long-distance travel, and is sure to enchant with its variety of scenic beauty, exhilarating winter sports, numerous wellness offers, and the proximity to the charming city of Innsbruck.

**Stubai Valley, 2019: Those with the chance of experiencing the Stubai Valley in winter will find themselves in their very own winter fairy tale. The snow-covered forests and mountains of the Stubai make this a place of astounding natural beauty and a wonderful backdrop for many exciting winter sports. Although the wintry Stubai Valley is mainly known for the Stubai Glacier, the largest glacier skiing resort in Austria, one need not be an avid skier to fall in love with this winter wonderland.**

The Stubai Valley is the perfect starting point for a truly special winter experience: whether finding yourself amidst the tranquillity of nature, partaking in pleasures designed to promote personal wellness, or enjoying the shopping and cultural delights of Innsbruck. The "Stubai Valley" is ideal for holiday-makers who are concerned about their environmental footprint, as it is only 20 minutes away from the state capital of Innsbruck. The excellent railway connections from the neighbouring countries of Germany and Switzerland, as well as the public transport network to the Stubai Valley will turn your journey into a walk in the park. The on-site mobility, complete with a perfectly organised bus system for which there are free downloadable vouchers, as well as the Stubaitalbahn trains that invite guests to enjoy particularly idyllic rides to Innsbruck, provide additional reasons to leave your car parked at home. <https://www.stubai.at/en/info-service/free-arrival/>

## Authentic natural experiences promise both relaxation and pure adventure

In the Stubai Valley, the splendour of winter in all of its many facets is revealed: sometimes contemplative and reserved, sometimes wildly romantic and charming, sometimes fresh and completely untouched, or even demanding and captivating. But above all: it is genuine! As such, it is not surprising that the hosts at the Stubai have merged the **diversity of the sports possibilities** into attractive offers, thus making it easily accessible for active winter holiday-makers.

Tobogganing combines fun and the enjoyment of nature on **ten toboggan runs** with a **total length of over 41 kilometres**, which have been awarded the Tyrolean Natural Toboggan Run Quality Seal. When **winter hiking on 80 kilometres** of carefully maintained and well-marked trails, active holiday-makers can feel the fresh snow step by step as they let their thoughts wander and discover the enchanting winter wonderland of Stubai for themselves.

Cross-country skiing, on any of the more than **60 km of cross-country trails** at all altitudes, allows for a conscious experience of the landscape. **Three ice rinks** are available for the perfect on-ice experience in the Stubai. If you want to enjoy the peace and quiet of the mountains in an even more spectacular way, you can turn to the **winter sports schools and mountain guides** in the Stubai. The extraordinary thermals, impressive surroundings, and first-class take-off and landing sites make the Stubai a true **flying paradise for paragliders and hang-gliders**.

The wintery Stubai Valley is also the most captivating adventure playground you can imagine when planning a **break with your family**. The **KLAUS ÄUELE NATUR AKTIV PARK** is a real highlight amidst the Stubai Mountains. The possibilities are nearly as numerous as the thick snowflakes that cover the Stubai Valley in its wintery white.

#### **Fourfold inspiration – recreation in the mountains**

The four Stubai cable car facilities not only provide access to four skiing resorts, each with different characteristics, they also let non-skiers immerse themselves in the **enchanted world of ice and snow** with winter hiking, cross-country trails, and toboggan runs. The Stubai Glacier invites you to the ice grotto, as well as to the TOP OF TYROL summit platform at 3,210 metres above sea level and pampers you with award-winning culinary delights made from regional ingredients. The Schlick 2000 Skiing Centre is home to traditional lodges, while the Elferbahnen in Neustift and the Serlesbahnen in Mieders are just as dazzling thanks to their brilliant toboggan runs that are accessible both day and night.

Gentle exercise in the **alpine climate** is particularly healthy as it stimulates the production of red blood cells and thus adds to the recreational value, while the peace and quiet of the snow-covered winter landscape is sure to wash away the stress of hectic everyday life.

#### **STUBAI WINTER CARD ensures pure snow delight**

A special feature is the **STUBAI WINTER CARD**. It is valid on 5 of 7 days in the period from 14 Dec. 2019 to 13 April 2020 at the Serlesbahnen Mieders (multiple rides per day), the Schlick 2000 Mountains (multiple rides per day), the Elferbahnen in Neustift (multiple rides per day) and at the Stubai Glacier (1 ascent and descent per day). The Stubai Winter Card is available for adults at a price of € 104.50, for teenagers (ages 15-18) at a price of € 67.80, for children (ages 10-14) at a price of € 52.30 (plus € 2.00 KeyCard deposit), and is available at the ticket offices of all cable car facilities. For children born 2012 or later, rides are free when they are accompanied by a paying parent.

The varied offer is illustrated and presented in detail in the "WINTER ACTIVE IN THE SNOW" brochure of the Stubai Tirol tourism board. Beyond that, winter holiday-makers can obtain information via [www.stubai.at](http://www.stubai.at).

## The STUBAITAL – Top winter pleasure

The Stubai Valley 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 make for an ideal holiday region. The all-season offer attracts 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 as well as 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.

Whether young or old, everything one might require to enjoy perfect skiing pleasures is on offer in the Stubai. It is not for nothing that the Stubai Valley 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, approximately 4,700 beds in holiday apartments and guesthouses, as well as in traditional farms and three camping sites offer comfortable accommodation to suit every taste.

On the website [www.stubai.at](http://www.stubai.at), the Tourismusverband Stubai Tirol has information about current offers, dates, and events. The online accommodation search helps to find suitable accommodation. Inquiries are possible by email to [info@stubai.at](mailto: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 of transfers to/from the Munich and Innsbruck airports. Call +43 (0) 501881-170 or -171, or email to [stubaitouristik@stubai.at](mailto:stubaitouristik@stubai.at).

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