

FAMILY SKI HOLIDAYS IN TIROL: 3 TIPS FOR FUN ON THE SLOPES FOR ALL AGES

Catering for the needs of all family members on holiday isn't always easy. However, Tirol's quality-approved family ski regions offer plenty for adults and youngsters alike thanks to their family-friendly infrastructure, excellent childcare services and wide range of attractions and activities away from the pistes. Skiers and snowboarders can also look forward to special family discounts on lift passes. Here are three tips on how to make ski holidays in Tirol a fun and memorable experience for all the family.

1. Tip! Spend your ski holiday in one of Tirol's quality-approved family ski regions such as Serfaus-Fiss-Ladis

From ski pistes to ski schools to ski rental, families who choose to spend their winter holiday in one of Tirol's quality-approved family ski regions will soon realise why they stand out from the rest when it comes to welcoming children and teenagers. Highlights include special children's areas where youngsters can learn to ski in a safe and relaxing environment, including easy-to-use conveyor-belt lifts as well as gentle slopes and friendly ski instructors with years of experience helping kids take those first tentative turns on snow. What's more, the local equipment rental centres will be happy to let you swap skis and boots for a different size or model if you feel the need. Last but not least, there is lots to see, do and experience away from the ski pistes. Each of Tirol's quality-approved family ski regions must meet strict criteria in order to be certified.

Among those resorts leading the way when it comes to family-friendly services and infrastructure is [*Serfaus-Fiss-Ladis*](#). One of the most popular family ski regions in the Alps, it has all manner of features which make it particularly appealing to parents and youngsters alike. The instructors at the two local ski schools, for example, are experts when it comes to teaching children how to ski in a fun, relaxing way without pressure. The Ski School Serfaus divides its younger guests up into four age groups, with participants then heading out onto the Marmot Trail and Bear Piste depending on their age and ability. There is a children's race at the end of the week, while older and more experienced skiers and snowboarders are introduced to the jumps and rails in the snowpark. The Ski School Fiss-Ladis offers a similar programme. Both Serfaus and Fiss-Ladis have their own children's restaurant reserved

for kids taking part in lessons with the local ski school. The youngest skiers in Serfaus are invited to join the Marmot Kindergarten, while in Fiss-Ladis there is Berta's Kindergarten – named after Berta the Cow, the resort's mascot. The wider region around Serfaus-Fiss-Ladis has plenty of attractions away from the ski slopes if the weather is bad or you simply fancy a day off.

Tirol's other quality-approved family ski regions also have lots to offer both on and off the slopes. As well as Serfaus-Fiss-Ladis they also include Paznaun-Ischgl, Nauders - Tiroler Oberland - Kaunertal, Pitztal, Stubai, Wilder Kaiser, Kitzbühel Alps - Brixental, Kitzbühel Alps - Pillerseetal, Kitzbühel Alps – St. Johann in Tirol, Kitzbühel Alps – Ferienregion Hohe Salve, Ötztal, Innsbruck Region, Alpbachtal, Wildschönau, East Tirol, Tiroler Zugspitz Arena and the die Erste Ferienregion im Zillertal. They all feature not only family-friendly ski resorts but also quality-approved accommodation aimed at families with children.

2. Tip! Fun on and off piste – new attractions and activities for families in winter 2022/23

Youngsters visiting Tirol this winter can look forward to all manner of new – and old – attractions and activities in and around the region's family-friendly ski resorts.

The **Schatzberg Zwergenland** in the [Ski Juwel Alpbachtal Wildschönau](#) ski resort is a huge outdoor adventure area located next to the middle station of the Schatzbergbahn cable car. Highlights include a special Snowball Playground, a real-life igloo, a ski carousel, a photo wall and three easy-to-use conveyor-belt lifts. The new children's area also has an XL conveyor-belt lift, a draglift and a fun piste with lots of up-and-down rollers and other obstacles to ski over and around.

In the [Kitzbühel Alps – Pillerseetal](#) ski region, youngsters can look forward to lots of fun in the Jib Garden Waidring and the Snowpark Steinplatte. The **Jib Garden Waidring** is a small but perfectly formed night snow park which is free to use. The Snowpark Steinplatte near the Kappelenbahn lift is larger and has a selection of boxes, tubes, rails, hips, kickers and banked corners – perfect for snowboarders and freestyle skiers.

There are also plenty more attractions for children and teenagers in [Tirol's quality-approved family ski areas](#).

3. Tip! Family-friendly discounts on lift passes

Skiing should be affordable for everyone, so Tirol's resorts offer a wide range of deals and discounts aimed at ensuring that families with kids can enjoy the fun and excitement a day on the slopes has to offer.

New for winter 2022/23 are the [Happy Family Weeks](#) in Hochoetz. During these three specific periods of the season children can use the lifts and slopes free of charge. What's more,

they can take part in a five-day ski course or enjoy five days of childcare at the Ski Kindergarten Hochoetz also completely free of charge.

The Pitztal Valley has also come up with a new idea on how to make skiing affordable for families. The [Hochzeiger Young Family Pass](#) is new this year and is aimed at families with children who are still too young to ski (3 years and under). It can be purchased for a period of between 2 and 11 days and be used by both parents alternately – the idea is that one parent can go skiing while the other looks after their child, before swapping over and letting the other parent go skiing using the same lift pass. The resort also offers the Bambini Free Pass, a lift pass open to children born in or after 2013, which be used when accompanied by an adult. Last but not least, children under the age of 6 years can enjoy free ski courses during certain times of the season if they and their parents are staying at accommodation in the valley.

All Tirol's quality-approved family ski regions offer discounts and family tickets. [Serfaus-Fiss-Ladis](#) has a special lift pass for parents with young children which allows them to go skiing alternately while the other takes care of babysitting duties. In early and late season there is a special offer available at the SkiWelt Wilder Kaiser-Brixental in the form of the [Family Ski Weeks](#) as well as a [Young Family Ticket](#). The [Stubai Glacier](#) invites children up to 10 years of age to ski for free when accompanied by an adult, while there is free skiing for youngsters up to 15 years of age in the [Ski Juwel Alpbachtal Wildschönau](#) this season as part of their family lift pass.

For more information on family ski holidays in Tirol and the region's quality-approved family accommodation please visit www.tyrol.com/best-family-destinations-for-skiing-holidays-with-kids and www.tyrol.com/family-accommodations. You will also find lots of tips for family holidays in this [blog article](#) "Skiing With Kids – All You Need to Know".

The latest information on travelling to Tirol and Covid-19 restrictions in the region can be found at www.welcome.tirol

6.052 Zeichen
MH

Tirol with its 34 regions is one of the leading tourist destinations in the Alps. Tourism in Tirol dates back almost 200 years and has been at the forefront of many innovations. Guests in both summer and winter appreciate the unique landscape, the high standard of service and infrastructure, and the traditionally warm welcome that has made Tirol famous throughout the world. Based in the regional capital Innsbruck, Tirol Werbung is the tourism marketing organisation for Tirol. Its main task is to position Tirol as the number one holiday destination in the Alps.

Elena Protopopow

PR UK, USA, India

Tirol Werbung GmbH

Maria-Theresien-Straße 55

6020 Innsbruck

+43.512.5320-363 *t*

Elena.protopopow@tirolwerbung.at *e*

www.tirol.at *w*

LEBENSRAUM TIROL
HOLDING