

# WINTRY FAMILY ADVENTURES IN TIROL: ATTRACTIVE OFFERS FOR VISITORS OF ALL AGES

*Tirol's winter season promises families a wealth of opportunities to spend memorable days together both on and off the slopes – combined with some very attractive offers! Tirol's quality-certified family ski resorts have put a range of packages together that are tailored to the specific needs of parents holidaying with children. Here, you will find the best money-saving opportunities and activities that families can look forward to this winter.*

## Attractive offers for skiers in Tirol's quality-certified family ski regions

### **Seasonal promotions for families**

“FamilySkiWeeks“ at SkiWelt Wilder Kaiser – Brixental guarantee that children up to the age of 15 can ski for free if one parent buys at least a 3-day ski pass during the periods from 7th to 20th December 2024 and 15th to 30th March 2025. Families holidaying in Nauders in the Tirolean Oberland district will also benefit during the “Family Weeks” from 5th to 21st April 2025, when children up to the age of 15 can ski for free when one parent purchases a 6-day ski pass. Ski Juwel Alpbachtal Wildschönau ski area also offers children up to the age of 15 a free ski pass from 15th March to 21st April 2025, while children born in 2018 or later can even ski for free all winter long.

In addition to first-class slopes, parents and children can look forward to benefitting from the services of excellent ski schools while on their ski holiday in Tirol. Many ski resorts offer free ski lessons and professional childcare. As part of the “Happy Family Weeks” in Hochoetz in Ötztal, for example, guest children (born in 2019 and later) staying seven nights or more receive a free 5-day ski pass and the choice between a free 5-day ski course or 5-day childcare.

### **Young family tickets and free ski passes**

Tirol's popular ski regions also offer a range of ski pass options that won't break the bank. The “YoungFamilyTicket”, for example, offers a family-friendly rate in the ski resorts of Serfaus-Fiss-Ladis, SkiWelt Wilder Kaiser - Brixental, Pitztal and Ski Juwel Alpbachtal Wildschönau. This ski pass is specifically designed for families with a non-skiing infant and can be used alternately by one of the two parents.

The online early booking system in Nauders in the Tirolean Oberland district, on the other hand, offers a discount of up to 25% for early ticket purchases.

Furthermore, many Tirolean ski resorts offer impressive deals for children under the age of six and in some cases even up to the age of ten: for example, children accompanied by a paying parent can ski for free in Pitztal, Wipptal, the Tiroler Zugspitz Arena, Stubai and Silvapark Galtür. With the SKI Plus CITY Pass Innsbruck-Stubaital, children up to the age of eight can ski for free in twelve ski areas in and around Innsbruck, as well as enjoy access to numerous cultural attractions.

## Huge range of leisure activities for the whole family

Tirol has so much more to offer than just family-friendly ski resorts, a fact amply demonstrated by the extraordinary range of offers and attractions throughout the province. Read on to discover some of the most exciting and family-orientated activities this winter has in store:

- **Winter daytrip destinations:** winter attractions in the Kitzbüheler Alps – PillerseeTal could never be described as “run of the mill”. Timoks Coaster toboggan run whisks you down to the valley at break-neck speed, a visit to the stalactite cave in the Triassic children's park is fascinating and the Triassic Funline delivers exciting entertainment with its wave track, banked turns and tunnel. In the centre of Nauders in the Tirolean Oberland district, families can visit the ‘Winter.Wunder.Welt’ with a huge natural ice rink, tubing track and bobleigh run. The weekly ice disco ‘DJ on Ice’ is another special highlight, where the whole family dances together to cool music vibes.
- **Ice skating:** ice-skaters soak up the winter atmosphere as they glide over the floodlit park area at Untermarkt. at “Reutte On Ice,” Austria’s largest ice rink in the centre of Reutte. It is also possible to enjoy a natural ice-skating experience on frozen lakes, such as Lake Piburger See in Ötztal, Lake Möserer See on Seefeld’s alpine plateau, or Lake Reintaler See in Alpbachtal. All idyllic winter wonderlands that invite you to explore the magical landscape in a very special way.
- **Tobogganing:** a variety of toboggan runs, such as Gleirschalm in Sellraintal, Lärchenalm in Nauders and the Hexen toboggan run in Fiss offer great fun for the whole family, with racy downhill descents set against a fantastic backdrop. These and numerous other toboggan runs have been awarded the Tirolean tobogganing certificate of excellence, guaranteeing both safety and quality of the route.
- **Cross-country skiing:** Tirol is renowned for its perfectly groomed cross-country ski trails, which are particularly family-friendly in the Seefeld Region. A great fun factor is also guaranteed, thanks to special children and youth courses for children aged 6 to 14, combined with state-of-the-art techniques and structures. Older children can also put their skills to the test in a biathlon course and familiarise themselves with this exciting sport. The whole family can sample the delights of cross-country skiing in the Kitzbühel Alps – PillerseeTal, as part of a course that comprises five days for two children and three half days for parents.
- **Animal adventures:** just because it’s winter doesn’t mean that animal lovers of all ages have to forgo special encounters with their furry friends. Alpaca walks, for example, at Lake Achensee, in the Wipptal Valley or in the Seefeld Region are a unique experience that will delight the whole family.

## Family-friendly accommodation

A wide range of quality-approved, family-friendly accommodation ensures a relaxing stay during winter holidays in Tirol. From comfy holiday apartments to hotels specifically designed to cater for the needs of families – every family is sure to find the perfect place to stay. Further information can be found at [www.tyrol.com/family-accommodations](http://www.tyrol.com/family-accommodations).

Tirol invites families to enjoy shared adventures and create some lasting memories. Families benefit from attractive offers and can thus discover the sheer variety Tirol's mountains have to offer in the cold season! Additional tips:

- Family winter holidays in Tirol: [www.tyrol.com/family-holidays/winter](http://www.tyrol.com/family-holidays/winter)
- Blog · The ABC for skiing with children: [www.tyrol.com/blog/b-family/skiing-with-kids-all-you-need-to-know](http://www.tyrol.com/blog/b-family/skiing-with-kids-all-you-need-to-know)

With its 34 regional associations, **Tirol** is one of the leading holiday destinations in the Alps. Tirolean tourism is characterised by almost 200 years of history and various pioneering achievements. Summer and winter guests alike appreciate the alpine mountain landscape and nature, the high quality of service and infrastructure, as well as the welcoming hospitality. Based in Innsbruck, Tirol Werbung GmbH is part of the Lebensraum Tirol Holding GmbH group of companies and serves as the provincial tourism marketing organisation, working towards positioning Tirol as the most sought-after and spiritually energising location in the alpine world.

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