## Coolcation in the Pillerseetal:

## Your Refreshing Summer Getaway

### The Coolest Way to Spend Summer Leads to the Pillerseetal

**When the southern heat shimmers and the nights become tropical, the desire for a refreshing escape grows – it’s time for a *Coolcation*! A blend of “cool” and “vacation,” the term describes a rising travel trend: escaping the scorching heat for pleasantly cool destinations – without sacrificing sunshine, adventure, or nature. That’s exactly where the Pillerseetal in the Kitzbühel Alps shines.**

### Refreshing on Every Level

In the Pillerseetal, summer becomes a natural wellness retreat. Three crystal-clear lakes – the emerald-green Pillersee, the healing Lauchsee moor lake, and the bathing lake in Waidring – offer genuine moments of refreshment. Five Kneipp hydrotherapy stations, the idyllic mountain lake Wildseeloder, and numerous babbling brooks invite you to dip your feet in and simply breathe. Even on hot days, temperatures remain pleasantly mild – and the cool nights ensure restful sleep.

### Active, Family-Friendly, and Full of Possibilities

The Pillerseetal isn’t just refreshing – it’s also full of action: With over 400 kilometers of hiking trails, challenging bike routes, varied trail running paths, and family-friendly mountain adventure parks like Timok’s Wild World, the Triassic Park on the Steinplatte, or the Familienland amusement park, there's plenty to explore and experience for all ages. And the best part? You get to enjoy it all without the stress of extreme heat.

These Coolcation moments are a must – whether solo, as a couple, or with the whole family: Feel the adrenaline rush while canyoning in the Teufelsklamm, clear your mind with stand-up paddling on the refreshing Pillersee. A forest walk works like a mini reset for body and mind, and early risers are rewarded with golden mountain views during a sunrise hike. Trail running is twice as fun in the cool morning hours – and in the evening? The best way to end the day is with a cool drink and a view of the mountains.

That’s what summer feels like when done right – cool, active, and filled with heart-pounding moments.

### A Summer Full of Experiences

Romantic evenings at the lake Pillersee, sporting events, and charmingly organized festivals make summer in the Pillerseetal come alive. Whether you're a couple, traveling with friends, or a family – everyone finds something to enjoy here. And when the sun sets behind the mountains and the crisp, cool air flows in through the window, you’ll know: this is true relaxation.

### Fresh, Fair, and Responsible

If sustainability matters to you on holiday, the Pillerseetal is the right place. The water is crystal-clear, ice-cold, and refreshingly pure – just turn on the tap, drink, and skip the plastic bottles. Eco-friendly travel options like the train station shuttle or the well-connected local bus network make getting around easy and climate-conscious. Thirsty during a hike? No problem – numerous fountains throughout the region offer fresh spring water to refill your bottle. Just hold it under the spout and continue on – sustainable, free, and totally refreshing.

### Hop On, Breathe Deep, Arrive Relaxed

Sustainable travel is easy in the Pillerseetal: With the guest card, visitors can use the public Regiobus for free – not only throughout the Pillerseetal, but also as far as Kitzbühel, Ellmau, and Lofer. During the summer months, a special evening shuttle brings guests safely and comfortably to popular evening events – and back again, of course. Environmentally friendly, hassle-free, and stress-free. And there’s more: Local trains (S-Bahn and REX) in the Kitzbühel Alps are also free to use with the guest card – from Hochfilzen to Wörgl. The guest card is available directly from your accommodation – it’s that easy.

**Tip for a totally relaxed arrival:** If you’re traveling by train, you can choose from stations in Fieberbrunn, Pfaffenschwendt, or Hochfilzen. A free shuttle service brings you straight to your accommodation – and back again at the end of your stay. Simply register at [autofrei.tirol](https://www.autofrei.tirol/) at least 72 hours before arrival and enjoy a stress-free, sustainable start to your holiday in the Pillerseetal.

### Pillerseetal Card – Your Ticket to a Boundless Summer

With just one card – the Pillerseetal Card – you unlock the region’s full summer adventure package: Soar to the spectacular Jakobskreuz by cable car in the morning, ride the roller coaster at Familienland in the afternoon, and take a refreshing dip in one of the crystal-clear lakes in between. Your holiday joker includes access to the top attractions in the region, all mountain adventure parks and lifts, plus the colorful children’s and family programs from July to September.

**Here’s how cool the pricing is:**  
The Pillerseetal Card comes in several options to suit your needs. Four days cost €80 for adults and €41 for kids. Want to stay longer? The 6-day card is €93 for adults and €48 for children. Starting September 6, take advantage of the Late Summer Special: three days of fun for just €72 for adults – and kids go free! And the best part: All children born in 2021 or later can always join in for free. (\*Prices valid with guest card.)

### In Conclusion

If you're looking to skip the sweat this summer and instead enjoy fresh mountain air, crystal-clear waters, and a wide range of activities, the Pillerseetal is your perfect retreat. Coolcation at its best – natural, active, and wonderfully relaxing.

**About the Pillerseetal**  
Located in northeastern Tyrol, nestled in the Kitzbühel Alps at an elevation between 800 and 1,000 meters, the Pillerseetal consists of five charming villages: Fieberbrunn, Hochfilzen, St. Jakob in Haus, St. Ulrich am Pillersee, and Waidring. Together, they form one of the most diverse summer destinations in the Alps. Three modern cable cars bring guests to scenic heights, hiking trails, bike routes, and adventure parks. Refreshment is never far away with three lakes, a picturesque mountain lake, five Kneipp facilities, countless streams, and shady spots. The region also scores points for its excellent mobility options: Guests benefit from free use of the Regiobus, train station shuttle service, and great local transport connections – for a car-free, sustainable holiday. Whether you’re hiking, biking, climbing, trail running, or enjoying outdoor and family activities, the Pillerseetal offers it all. Accommodation ranges from cozy B&Bs and vacation rentals to comfortable 4-star hotels – catering to every taste and budget.

**More information:**  
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