

# ACTIVE THROUGHOUT THE TIROLEAN WINTER WINTER ADVENTURES FOR THE WHOLE FAMILY

*As Tirol's mountains are swathed in a glistening robe of white, you know the most magical season of the year for families has arrived. Time to head out into the crisp mountain air and embark on new adventures together. Whether on skis, out for a winter walk, sledging, or exploring museums and nature, Tirol offers a plethora of opportunities for families to enjoy active winter experiences with their children.*

## Magical winter walks for all ages

Away from the ski slopes, Tirol reveals a quieter side – with peaceful trails, enchanting light installations and close encounters with wildlife. A [winter walk to Ehrenberg Castle](#) in the Reutte Nature Park region is a marvellous experience. During the [Lumagica Light Festival](#), the historic fortress is subtly illuminated by majestic animals and mythical creatures, turning the visit into a wonderful winter fairytale.

Another [family-friendly walk can be found in Wildschönau](#). The trail leads through snow-covered meadows and winter forests to a wildlife enclosure, where deer and stags can be observed in peace. The excursion can be rounded off with a stop for refreshments at the Jausenstation Foisching mountain eatery.

Those wishing to enjoy a more intense experience of nature should join one of the [guided Nature Watch walks](#) in the wintry Hall Valley in the Hall-Wattens region. Equipped with Swarovski binoculars and guided by an expert, families follow animal tracks in the snow, learn fascinating facts about the region's wildlife, and enjoy sweeping views of Austria's largest nature park.

Tip for hiking enthusiasts: the [winter hiking trail to the Adlerblick viewing platform](#) in Kaunertal in the Tirolean Oberland winds through a snow-covered winter wonderland for around 3.2 kilometres. A breathtaking panorama awaits at the top, from where those who wish can enjoy a leisurely sledge ride back down to the valley.

More winter walking highlights can be found at [www.tyrol.com/activities/sport/winter-walking/winter-hiking-highlights](http://www.tyrol.com/activities/sport/winter-walking/winter-hiking-highlights).

## Family adventures on the slopes and trails

[Tirol's quality-certified family ski regions](#) offer perfect conditions for families who love to spend their winter holidays on skis: wide slopes, gentle practice areas and child-friendly facilities. This winter, these specially accredited resorts are celebrating their 10th anniversary – a testament to their high quality and dedication to providing families with unforgettable ski holidays.

There's plenty of fun to be had off the slopes too: families will find ideal conditions in [the Seefeld Region](#) for learning the art of cross-country skiing. Dedicated family trails, easy beginner routes and beautiful landscapes make this a delightful winter pastime for all generations. You'll find even more family-friendly cross-country routes at [www.tyrol.com/activities/sport/cross-country-skiing/trails-for-beginners](http://www.tyrol.com/activities/sport/cross-country-skiing/trails-for-beginners).

## High-speed fun on the toboggan run

Who says roller coasters are just for summer? Several summer coaster rides open again for winter thrills – including the [Alpine Coaster](#) in the Imst Outdoor Region, [Lauser Sauser](#) in the Alpbachtal Holiday Region, [Arena Coaster](#) in Zillertal and the [Drachenflitzer](#) in Wildschönau. Over in Pillerseetal, [Timok's Alpine Coaster](#) in Fieberbrunn runs daily from Christmas onwards – and the ride is even included in your lift pass.

For those who prefer the classic style of sledging, [Tirol's many family-friendly toboggan runs](#) promise endless fun on two runners – from gentle family tracks to sportier descents, complete with welcoming mountain huts for a well-earned break.

## Animals, nature and a sense of wonder

Winter holidays in Tirol are full of close encounters with Alpine wildlife. Visitors to the [Alpine Zoo in Innsbruck](#) can even observe native wildlife during the winter months. [Aurach Wildlife Park](#) near Kitzbühel delights guests with free-roaming deer, yaks, wildcats, mouflons and more – a highlight especially for younger guests. Those with a penchant for birds of prey should head to [Ahorn Eagle's Stage](#) in Mayrhofen, where eagles, buzzards and owls soar in stately circles high above the valley.

Animal encounters await too at the [Winter Hiking Night in Neustift](#) in the Stubai Valley, where highlights under the star-filled sky include dog-sled and horse-drawn carriage rides, or even pony rides for little adventurers. Across Tirol, you'll also find plenty of opportunities to enjoy a winter walk with alpacas or donkeys – a delight for children and adults alike.

For a change of perspective, take to the skies with a balloon flight over the snow-covered [Kaiserwinkl](#) or the [Tannheimer Valley](#). From up here, the panorama of Tirol's winter landscape is nothing short of breathtaking – an experience families will treasure for years to come.

## Cultural experiences and playful discoveries

It doesn't have to be snowing outside for Tirol's museums and exhibitions to entice you on an exciting discovery tour. Alpinarium Galtür invites families to explore the world of the mountains with Alpa and Alpu – encountering tricky puzzles and interactive stations along the way.

In Innsbruck, [Tirolean State Museums](#) open their doors for family tours that bring history vividly to life. Whether at the Museum of Tyrolean Folk Art, where “A Housefly Tells a Story”, in the Court Church with its tour “Of Black Men and Women”, or at the Tirol Panorama with the Kaiserjäger Museum – children and adults alike can experience Tirol's past in entertaining and imaginative ways.

Everything revolves around the sense of hearing at the [AUDIOVERSUM Science Center](#) in Innsbruck: science comes alive through sound experiments, echo chambers and interactive installations. Tech enthusiasts will be drawn to the [Tunnel Worlds exhibition at the Brenner Base Tunnel](#) in Steinach am Brenner, where families can learn all about geology, surveying, the environment and tunnel construction – presented in a playful, hands-on way across some 800 square metres.

More inspiration for family winter holidays can be found at [www.tyrol.com/activities/holiday-ideas/family/winter](http://www.tyrol.com/activities/holiday-ideas/family/winter).

With its 34 regional associations, **Tirol** is one of the leading holiday destinations in the Alps. Tyrolean tourism is characterised by 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 Gruppe and serves as the provincial tourism marketing organisation. Its primary mission is to enhance the allure of Tirol as a holiday destination.

**Stephan Nagl**  
PR Manager

**Tirol Werbung** GmbH  
Maria-Theresien-Straße 55  
6020 Innsbruck  
+43 512 5320 367 t  
presse@tirol.at e  
**www.presse.tirol.at** w

**LEBENSRAUM TIROL**  
HOLDING