

TRAVELLING TOGETHER: MULTI-GENERATIONAL GETAWAYS IN TIROL

Multi-generational holidays are on the rise – and with good reason. When grandparents, parents and children travel together, the holiday becomes a valuable opportunity to come together amidst the often hectic pace of everyday life. Instead of scattered commitments, something else takes centre stage: time spent together. Tirol offers the ideal setting for this, with short travel distances, excellent infrastructure and a wide variety of nature-based experiences accessible to all age groups.

Everyone benefits from a multi-generational break. Children enjoy meaningful time with both parents and grandparents, parents gain a little breathing space within a well-balanced family dynamic, and grandparents relish being actively involved in family life. At the same time, new ways of travelling are emerging – from classic three-generation trips to “skip-gen” holidays, where grandparents travel alone with their grandchildren.

Tirol – holidays for every generation

Tirol’s family-friendly regions offer a wide variety of activities, from relaxed to more active pursuits. A flexible daily routine works particularly well: shared experiences in the morning, individual activities in the afternoon, and coming together again over dinner.

One notable benefit: in summer, most regions in Tirol offer so-called Summer Cards. These guest cards combine free access to public transport with a variety of attractions – ranging from mountain lifts and museums to swimming pools – making it easy and cost-effective to explore the region. Depending on the area, the cards are either included or can be purchased for a small additional fee, which quickly pays for itself thanks to the services included. For families, this means many experiences are covered by a single card – making planning straightforward and hassle-free. A few examples:

- [Alpbachtal Card](#) – free from the first overnight stay: unlimited use of summer mountain lifts, a varied family programme, free public transport, swimming lakes and numerous museums.
- [Osttirol Card](#) – available as an add-on for three, five or seven days: seven mountain lifts, three swimming pools and a wide range of cultural and nature experiences. Prices 2026: €69.00–€90.00 for adults, €37.00–€45.00 for children aged 6 and over.

- [Achensee Holiday Card](#) – includes mountain lifts, boat trips on Lake Achensee and entry to selected attractions, including Swarovski Crystal Worlds in Wattens. Prices 2026: €102.00 for adults, €51.00 for children (born 2011–2019).
- [Tannheimer Tal Gästekarte](#) – free from one overnight stay: includes public transport; when staying at participating properties, also free use of mountain lifts and discounts on activities such as fishing, climbing or tennis.
- [Ötztal Summer Card](#) – free at over 400 partner properties or available for purchase: includes free use of summer mountain lifts and, depending on the period, numerous attractions such as AREA 47 or AQUA DOME.

Mountain adventures – made easy with Tirol’s summer cable cars

[Tirol’s summer cable cars](#) make the alpine landscape accessible to everyone, regardless of age or fitness level. In just a few minutes, they transport visitors from the valley to panoramic heights, where walking trails, adventure areas and scenic viewpoints await. For families travelling with grandparents, this is ideal: while some enjoy a gentle stroll or simply take in the views, children can explore playgrounds and themed trails. Popular mountain adventures for families include:

- [Mountain adventure areas](#) with playgrounds and themed trails, such as the Serles Park in the Stubai Valley, the Zirben Park in the Pitztal Valley or the Hög Adventure Park in Serfaus-Fiss-Ladis
- [Scenic summit destinations with panoramic paths](#), such as the Buchensteinwand in the Pillerseetal Valley or the Nordkette in Innsbruck
- [Cable car assisted walks](#), such as the Brandstadl–Hartkaiser panoramic trail or a scenic hike at Spieljoch in Hochfügen – suitable for all fitness levels

This makes a trip into the mountains a relaxed nature experience, even for young children or less mobile grandparents.

Adventures in nature without the climb

Not every outing needs to involve surmounting great heights. Tirol offers plenty of nature experiences for all generations that don’t require long or demanding hikes. Panorama and themed trails are particularly popular, combining gentle exercise with insights into nature and culture. Gorges and ravines are also ideal on hot summer days, where waterfalls and shaded paths offer a welcome, cooling relief.

Popular activities for multi-generational families include:

- [Themed trails](#), such as the Umbal Waterfalls Nature Force Trail in Osttirol (East Tirol) or the Moor & More Rocky Trail at Wilder Kaiser
- [Gorges and ravines](#) on hot summer days: Kaiserklamm in Brandenburg, Leutasch Spirit Gorge or Zammer Lochputz (including the world of legends and a showcase hydropower station)
- Family-friendly [alpine walks with stops at traditional huts](#)

- [Cycling tours in the valley](#) such as the Inn Cycle Path – easily manageable with an e-bike, with return journeys by train or bus as you prefer.

Refreshing waters

Especially in summer, a dip in the cool water is part of a perfect day on holiday for many families. Tirol offers [countless options](#): from hotel pools and outdoor swimming areas to idyllic natural lakes. Lakes with designated swimming areas, boat hire or children's play zones provide something for everyone. While some swim or paddle, others simply relax and enjoy the surrounding mountain views.

Animal encounters

For many children – and often adults too – meeting animals is a real highlight. Animal parks, farms and alpine experience areas offer the chance to see local animals up close. These outings combine fun with nature and often create the most lasting holiday memories, especially for younger family members.

Learning & discovering together

[Cultural excursions](#) offer the chance to discover something new together and bring history to life on a multi-generational holiday, for which Tirol offers a wide range of options – from Ambras Castle in Innsbruck, with its collections and extensive park, to the historic old town of Hall in Tirol – including the Mint, where visitors can even strike their own coin, or during a stroll through Rattenberg, Austria's smallest town, known for its traditional glassblowing. Swarovski Crystal Worlds in Wattens also combines art with a large garden and play area. Meanwhile, the Museum of Tyrolean Farmhouses helps bring the past to life with interactive exhibits and even an escape room for shared problem-solving across generations.

Accommodation with space for the whole family

Choosing the right accommodation is crucial for multi-generational travel. Particularly popular are properties that provide ample space, private retreats, and shared areas. Tirol offers a diverse selection – from family hotels and holiday apartments to farm stays and chalets.

Selected examples:

- [Almfamilyhotel Scherer](#) in Osttirol is tailored specifically to families travelling with grandparents, offering extensive childcare and activities for all generations.
- [Alpegg Chalets](#) in the Pillerseetal Valley offer plenty of privacy and space for larger family groups.
- [Kinderhotel Pitzis](#) in the Pitztal Valley specialises in multi-generational holidays with age-appropriate programmes for children and adults.
- [Innerkienzerhof](#) near Matrei in Osttirol offers sustainable holidays on an organic farm in a peaceful setting.

- The **Rosenhof** in Nauders combines farm experiences with comfort, including pony rides, animal feeding and regional cuisine.
- **Buchau Family Resort at Lake Achensee** impresses as a family hotel with its lakeside location, an extensive activity programme and generous wellness and spa facilities.
- **Ascherhof** in Thiersee is a hidden gem offering stylish accommodation, a family atmosphere and regional cuisine.

More information on holidays for all generations in Tirol can be found at www.tyrol.com/activities/holiday-ideas/family.

With its 34 regional associations, **Tirol** is one of the leading holiday destinations in the Alps. Tirolean 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.

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