

Outdoor Heroes: New Family Concept by the Outdoorregion Imst

The Outdoorregion Imst is taking a new approach to designing family offers in the alpine region: With the “Outdoor Heroes”, an independent, forward-looking concept has been developed that rethinks nature education and holiday experiences. At its heart is the idea of introducing children to the mountain world in a playful way – while also raising adults’ awareness of nature and the environment from a new perspective.

At the heart of the concept is a specially developed story about the young eagle Buddy, who forms a team of heroes together with his friends. This team accompanies children throughout the region. Analogue and digital elements are closely connected: interactive installations on site, complementary app content and an accompanying activity booklet create a networked experience that goes far beyond traditional themed trails. After the “Outdoor Hero Games – Winter Edition”, a playful competition for children, was launched as a pilot project during the 2025/26 winter season, the concept will be continuously expanded from the 2026 summer season onwards.

“The Outdoor Heroes are our deliberately newly developed overall concept – not a classic standalone offer, but an innovative combination of experience, knowledge and movement,” explains Reinhold Werth, CEO of Imst Tourism. “We consistently develop our offers from the perspective of families and children. Our goal is to create safe, inspiring and active nature experiences that strengthen awareness of nature, invite discovery and participation, and continuously provide new incentives to become active together.”

Launch projects: Trixi’s Witch Trail, Flitz Family Trail and Buddy’s Little Alpine Friends.

A first building block of this new approach is the newly redesigned Trixi’s Witch Trail. With its modernised design, revised content and digital extension, it fits seamlessly into the “Outdoor Heroes” adventure world and serves as a prime example of how environmental awareness can be communicated today – in a lively, interactive and target-group-oriented way.

At the same time, the sports and adventure offer for families is also being systematically developed further: In Nassereith, the new Flitz Family Trail expands the portfolio with an attractive bike offer. The Flitz Kids Trail provides an easy and accessible introduction to



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mountain biking, while the Flitz Flow Trail offers first challenges for slightly more advanced riders. Return routes along the stream, across bridges and via the Flitz Up Trail, as well as a themed playground with riddles surrounding the legend of the mysterious Gafleiner, complete the offer.

With Buddy's Little Alpine Friends, another nature-based family offer is being created in Hoch-Imst. Just a few minutes from the station of the mountain lift, children can experience goats up close while playfully learning to approach animals with calm, mindfulness and respect. Observation and discovery are deliberately placed at the centre of the experience, authentically conveying a responsible approach to nature and the animal world.

Learning through play, experiencing sustainability

The holistic approach not only gives children the chance to enjoy movement, fresh air and nature, but also raises awareness of the environment, safety and respectful behaviour in the alpine region. Through the shared experience, parents benefit as well and gain valuable inspiration for future outdoor activities.

In this way, the Outdoorregion Imst positions itself as a source of ideas for a modern mountain holiday that goes far beyond traditional offers. The concept is being expanded step by step and already opens up new, contemporary ways for families to discover alpine nature together.