

PRESS RELEASE

One-of-a-kind Winter Fun for the Entire Family in the Stubaital

A holiday in the Stubaital Valley comes with guaranteed snow in four skiing areas, wide-ranging winter adventures and a varied programme for the whole family.

Stubaital, 2019: Fantastically snow-covered mountain slopes, countless winter activities and a first-class entertainment programme for young and old – holidays in the Stubaital do not just make children's hearts beat faster. From skiing, snowboarding or freeriding, cross-country skiing, winter hiking and snowshoeing, all the way to perfectly groomed toboggan runs – the four skiing resorts have something on offer for every winter sports enthusiast. At the same time, the Stubaital is one of the most family-friendly skiing regions in the Alps when it comes to family holidays, as underlined by numerous awards. With the BIG Family mascots, the winter holiday becomes a great experience for our little guests as well.

Quality-tested ski schools and well-trained skiing instructors ensure a relaxed and uncomplicated skiing holiday with the whole family. The BIG Family mascots provide extra skiing fun.

Great family offer and fun on the slopes for our little guests

At the **Stubai Glacier**, Austria's largest glacier ski area, the furry mascots B.BIG, Mini B and B.GIANT await little skiers at the BIG Family Ski Camp. Children from the age of four learn to ski in the colourful BIG Family Kinderland, while the youngest ones are well looked after in the BIG Family Kindergarten. Just 45 minutes by car from the Alpine metropolis of Innsbruck, the 3S Eisgratbahn takes you to the Kingdom of Snow on the Stubai Glacier. At 2,900 metres, the glacier offers guaranteed snow from October to June.

The new and special highlight at the Gamsgraben is the enormous Mammut B:GIANT, which is available for family souvenir photos. For all adventure and action fans, the Kingdom of Snow also has a number of fun parks on offer: the BIG Family Boardercross with wave tracks and steep bends, the BIG Family Slalom or the one kilometre long BIG Family Fun Slope are ideal sites where young skiers can go wild. And for the freestyle stars of tomorrow, the BIG Family Slopestyle awaits you with varied rails and obstacles. The ice grotto is equally worth a visit: the mysterious and fascinating world of eternal ice opens up 30 metres below the skiing slope. Children under the age of ten ski for free at the Stubai Glacier when accompanied by a paying parent.

Great BBQ Championship in the Schlick 2000

The **Schlick 2000 Skiing Centre**, on the other hand, invites you to the big pleasure challenge in time for its **60th anniversary**. On occasion of the SKI & BBQ SCHLICK 2000 – STUBAI WINTER BBQ CHAMPIONSHIP 2020 from March 13-15, six international top teams will duel from Friday to Sunday at six different lodges across the Schlick 2000 area. In addition to a jury of experts, the opinion of the many guests who can taste the magical barbecue specialities in exchange for vouchers is particularly important. It will be interesting to see who will take home the title of the first Stubai BBQ Champion!

In the meantime, mascot **BIG Ron** will take the children to the Kinderland. The area that comes with great magic carpets, a ski carousel, a wild slalom course, colourful flags and a slalom course, provides fun and entertainment for young and older skiers alike. In BIG Ron's play and warm-up room, babies from age one onwards are welcome without registration; thanks to a sleeping and nappy-changing room as well as a lunch table the little ones are well taken care of and parents can spend a relaxed skiing day.

The ski night show "Night of Colours", which takes place on eight dates in winter at the Froneben Intermediate Station with its colourful, fiery and spectacular programme guarantees amazed children. The subsequent night tobogganing is great fun as well!

Great experiences at the Elfer and the Serles

The three perfectly groomed toboggan runs of the **Elferbahnen** offer plenty of snow fun for the whole family. Three times a week the toboggan run to the village is illuminated at night and the run to the Pinnistal is equipped with lanterns every Friday. Fast descents ensure unforgettable holiday experiences. For the little guests who want to practice skiing, the practice area in Krößbach, where Elfi the ski owl is at home, is exactly the right place. The relatively flat terrain with plate lift and magic carpet is ideal for the first attempts on two boards.

At the **Serlesbahnen in Mieders**, the kingdom of King Serli the foxy weasel, little ski stars are awaited by a picturesque toboggan run and a great children's area right at the Valley Station. Various learning aids such as platter lifts or magic carpets help little skiers to consolidate their first attempts. As always, fun and entertainment are the prime focus.

A special offer are the free lift rides in three ski areas, which all children under 10 years of age can use when accompanied by a paying parent. In addition, some accommodation offers, the BIG Family Premium Homes, are specially designed to meet the needs of children. The Stubaital is the ideal place for a perfect winter holiday together with the whole family!

We saved the best for last: the new SKI plus CITY Pass Stubai Innsbruck

From autumn 2019, the innovative SKI plus CITY Pass Stubai Innsbruck will create real added value. It connects the Stubai Glacier and 12 other ski resorts in the Stubai Valley and the Innsbruck area, 3 swimming pools and 22 lifestyle, culture and sightseeing offers in and around Innsbruck. For the first time, one ticket offers ultimate skiing fun and pulsating city flair. The ticket is valid between 01 Oct. 2019 and 10 May 2020. The SKI plus CITY Pass Stubai Innsbruck is available from a duration of 2 days. More information is available via **ski-plus-city.com**

The STUBAITAL – Top winter pleasure

The Stubaital in Tyrol is close to the state capital of Innsbruck and can best be accessed via the Brenner motorway from Germany, Austria, Switzerland and Italy. With a length of 35 kilometres, surrounded by 80 glaciers and 109 three-thousand metre-summits, the Stubaital and its five main localities Neustift, Fulpmes, Telfes, Mieders and Schönberg presents itself as an ideal holiday region. The all-season offer attracts above all active holiday-makers: The Stubai Glacier, Austria's largest glacier skiing resort, offers guaranteed snow from October to June.

Since October 2016, the ultramodern **3S Eisgratbahn** with its new Valley Station, renovated intermediate and summit stations, reliably and comfortably takes 3,000 people per hour up to an altitude of 2,900 meters above sea level.

Everything young and older guests require to enjoy perfect skiing pleasures is on offer in the Stubai. Not for nothing the Stubaital has already been distinguished several times as the "family-friendliest skiing resort of the Alps". Skiing fun on perfectly groomed pistes outside the Stubai Glacier area awaits holiday-makers in three other skiing resorts as well: In the Schlick 2000 Skiing Centre in Fulpmes, the family skiing resort of the Serlesbahnen near Mieders, as well as the Elferbergbahn in Neustift. Alternative winter sports activities in the Stubai are just as popular as classical skiing.

One five-star hotel, three four-star superior hotels, 33 four-star lodges, two three-star superior hotels, 39 three-star guesthouses with high standards and approximately 4,700 beds in holiday apartments and guesthouses as well as in traditional farms and three camping sites offer comfortable accommodation for every taste.

On the website www.stubai.at, the Tourismusverband Stubai Tirol informs about current offers, dates and events. The online accommodation search helps to find suitable accommodation. Inquiries are possible by email to info@stubai.at or via telephone +43 (0) 501881-0. Stubai Touristik is at your service when it comes to package deal reservations or the organisation and brokering of transfers from/to Munich and Innsbruck airports. Call +43 (0) 501881-170 or -171, or email to stubaityouristik@stubai.at.

Images and texts can be downloaded free of charge from the press portal www.stubai.at/presse/.

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