



## **PRESS RELEASE**

### **FASCINATION STUBAI**

#### **The most beautiful way to enjoy mountains and nature while on holiday**

Stubai, October 2009(ah): Finally a ski holiday – a precious time which is usually spent in natural surrounds. Nature and idyllic surroundings will be spent far away from the big city and noise in the Stubaital, the most beautiful glacial valley in Tyrol. The Stubaital is well-known for its variety of offers, guaranteed snow, family friendliness as well as outstanding catering and hotel industry.

#### **Pure joy of exercising**

The Stubaital offers a great variety of exercise possibilities and invites guests to exercise in fresh air. Pure joy of exercising is promised via 140 km of fun on the slopes in four ski areas, dreamlike cross-country ski trails, romantic winter hiking trails and ten racy sled routes. Perfect slopes in all levels of difficulty, deep powder snow slopes, the speed check on the speed route and fun parks with various jumps and obstacles lure winter sports lovers to the Stubaital.

Especially intensive nature and alpine experiences are available off the slopes, where nature is still virtually unspoilt. Hikes with snowshoes through forests covered with deep snow or ice waterfall climbing for the very athletic provide unforgettable impressions. The wildly romantic Stubaital will fascinate and entice you into a "different" world.

#### **Stubai – for children's laughter**

Considerable attention is paid to family friendliness in the four ski areas. Exercising in natural surroundings should really be fun. The children will be taught how to deal with skis with lots of love and humour in the BIG Family Ski Camp at the Stubai Glacier (Austria's largest glacier ski area) or in Ronny's Kinderland at the Schlick 2000 ski area. A special feature of the valley and UNIQUE is that children under ten years of age in the company of a paying parent ride free of charge with all mountain cable cars and lifts in the Stubaital.

#### **Easy accessibility**

A further advantage of the Stubaital is the easy accessibility as well as the proximity to Innsbruck. The Stubaital is only 20 minutes away from the Tyrolean provincial capital Innsbruck and thus from the airport or railway station in Innsbruck. All towns of the region have a very good transport link. The four ski areas as well as many starting points of hiking trails, cross-country ski trails or sled runs can easily be reached with the ski bus. The use of the ski bus is free of charge with a valid ski pass. The car can be left peacefully standing during the holiday.

## THE STUBAITAL

The Stubai Glacier, Austria's largest glacier ski area and distinguished by the online portal [www.snow-online.de](http://www.snow-online.de) as the award winner in the category "guaranteed snow", offers 110 piste kilometres of skiing pleasure and guaranteed snow from October to May. Optimally prepared slopes also await holidaymakers at the Schlick 2000 ski centre in Fulpmes, the Serles Lifts family ski area near Mieders or at the Elfer Lift in Neustift.

The tourism association *Tourismusverband Stubai Tirol* provides information about current offers, dates and events on the website [www.stubai.at](http://www.stubai.at). The online accommodations search helps you to find suitable accommodations for the holiday. Inquiries are possible at tel.: +43 (0)501881-0 or per e-mail at [info@stubai.at](mailto:info@stubai.at). *Stubai Touristik* is gladly at your disposal for package bookings: tel.: +43 (0)501881-171 or 172; or per e-mail at [stubaitouristik@stubai.at](mailto:stubaitouristik@stubai.at).

Photos for downloading are available on the website / press area: [www.stubai.at](http://www.stubai.at)

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