



## **HOCHOETZ Hiking Region: Summer Paradise for Families**

**The fabulous Hochoetz Hiking Region offers unlimited fun and action for young and old summer vacationers at 2000 meters above sea level. Besides the crowd-pulling WIDIVERSUM Adventure Land there are also Theme Trails, leisurely Family Hikes and Pasturelands to explore in all facets. Summer season is kicked off on 03 June.**

The Lower Ötztal Valley has already become a popular family holiday destination – offering a huge variety of outdoor activities and highlights for all ages and preferences amidst the picture-book mountain scenery. A special attraction of the Hochoetz Hiking Region celebrated its grand opening last year: the WIDIVERSUM Adventure Land, covering some 3000 m<sup>2</sup> in the surroundings of the water reservoir next to the gondola's top station, boasts a number of entertaining quiz and activity stations for the youngest guests. This is also the trailhead of marvelous theme trails or leisurely forest routes to the area's most scenic pasturelands and mountain huts. Children love walking around as well if they can discover loads of new things. Watch out for rare plants, Alpine ibexes, chamois, other wild animals or grazing cows on the lush Alpine meadows. Such a walking adventure is followed by a nice rest stop at one of the mountain inns famous for their genuine Tirolean hospitality.

### **New Attraction at the WIDIVERSUM HOCHOETZ**

Fun-packed interactive stations and the lovely mascot WIDI, a genuine local mountain sheep and the Adventure Land's Mascot, provide made to measure activities and entertainment for children amid nature. A new Giant Pinball was added to the already existing attractions. The huge wooden construction covers a total length of 35 meters - a true highlight for visitors of all ages. Several children or adults must take part in the pinball game by enhancing teamwork and interpersonal skills. The pinball game was developed by child experts and psychologists to ensure a high learning effect. Additionally, new shady areas and seating units in the Park promise a great summer day out with all the family. Most of the activity stations are built by local craftsmen using solid Tirolean wood. Also the WIDI Bistro opens its doors for the first time. Located right in the WIDIVERSUM park and play area, it offers refreshing drinks, snacks and ice cream - just perfect for enjoying a break in between the activity stations. "A second development stage is planned for the 2018 season," confirms Nadja Frischmann, Head of



Marketing at Bergbahnen Hochoetz. "It's a matter of fact that the WIDIVERSUM has created a number of additional family offers that upgrade the entire Ötztal Valley for both local and guests. We want to continue focusing on summer tourism measure-made for active families."

### **Highly recreational Mountain Exploration**

For the first time, the new Ochsengarten mountain gondola is open also in summer on three days per week (Tuesday, Thursday, Sunday). The former mountain lift of the Sölden Ski Area has already become a new highlight over the last winter season. Summer operating times start on 02 July 2017. Spacious and smoothly operating gondola cabins - whisking hikers up to 2000 meters straight to the heart of the Hochoetz Pasturelands - as well as panoramic views and a much higher capacity add to a memorable lift ride. Also Acherkogelbahn mountain gondola is open from 03 June 2017. Besides the Adventure Land, there are also countless walking trails suitable for prams plus quaint mountain huts and inns. For instance Balbach Alm, Kühtaile Alm, Acherberg Alm or Bielefelder Hütte can be easily reached on family-friendly walking routes. They are open all summer long, serving local specialties and mouth-watering snacks. Sun worshippers and those in search of magnificent mountain vistas get together at the Hochoetz Panorama Restaurant (new: table service!) right at the top station of the mountain gondola.

Sporty families are strongly recommended to explore the family loop walking tour "On the tracks of Wild Animals" where the little ones learn many interesting details about the forest as an Alpine wildlife habitat. From the top station you can easily reach "Rotes Wandl" vantage point providing hikers with breathtaking panoramic views of the Ötztal and Inntal Valleys. On clear days you can even make out Zugspitze peak, Germany's highest mountain.

More experienced hikers with a good stamina should head for the Mining Trail – a scenic six-hour hiking tour to the originally reconstructed Mining House that gives a wonderful insight into the tough life of miners in Wörgetal valley. If you want to restore your energy and find your inner balance, then follow the Trail of Senses starting next to the gondola's top station.

### **WIDIVERSUM Family Festival**



On 02 July 2017, Bergbahnen Hochoetz warmly invite you to join the grand Family Festival at the WIDIVERSUM HOCHOETZ. A full-day activity and entertainment program for families, boasting myriad highlights and adventures.

### **Unbeatable Family Deals**

Holders of a valid mountain lift ticket or guests in possession of the Ötztal Card enjoy free admission to the WIDIVERSUM. A return ride lift ticket of Acherkogelbahn also comprises the admission to the Oetz outdoor pool on the same day. Additionally, the WIDI Kids Club has a supervised child activity program including varied excursions, ranging from river rafting to high rope park adventures.

### **Event Highlights in Summer:**

#### **04 June 2017: On-Mountain Folk Music**

Local folk music bands and jovial hours with live music on all mountain huts and at the Hochoetz Panorama Restaurant.

#### **02 July 2017: WIDIVERSUM Family Festival**

WIDI and his lovely friends warmly invite you to join their action-packed summer festival.

#### **15 und 16 July 2017: Alphorn Meeting**

Alphorn sounds and tunes plus musical highlights are in the air within the Hiking Region.

#### **20 August 2017: Pastureland & Mountain Fest**

Festive mountain mass followed by an entertaining side program and mouth-watering regional specialties.

#### **10 September 2017: Oktoberfest in Hochoetz**

Local specialties and varied attractions for children open the fantastic autumn season.

More detailed information at [www.oetz.com](http://www.oetz.com)

**Media Contact:**

**Ötztal Tourismus**

Sarah Ennemoser

[sarah.ennemoser@oetztal.com](mailto:sarah.ennemoser@oetztal.com)

T +43 (0) 57200 217 F +43 (0) 57200 201

**Information and Booking:****Ötztal Tourismus**

Gemeindestraße 4

6450 Sölden, Austria

T +43 (0) 57200 200

[info@oetztal.com](mailto:info@oetztal.com) [www.oetztal.com/familienpass](http://www.oetztal.com/familienpass)

**Photos (printable quality) and more texts at <http://presse.oetztal.com>**