

## **PRESS RELEASE**

### **For Immediate Release**

## **Where Generations Unwind: A New Era of Alpine Wellness for the Modern Family**

Families seeking a holiday that truly caters to every generation are increasingly turning to the Best Alpine Wellness Hotels collection, where world-class spa experiences meet exceptional childcare, outdoor adventure and refined all-inclusive dining.

Across Austria's most picturesque alpine regions, three standout properties, STOCK resort (Zillertal), Alpenresort Schwarz (Mieming Plateau) and Wellnessresidenz Alpenrose (Achensee), are leading the way in creating immersive, intergenerational travel experiences that balance freedom for children with indulgence for adults.

## **A New Standard in Family Wellness Travel**

Each resort has invested heavily in professional childcare and play specialists, ensuring that children are not simply supervised, but actively engaged through thoughtfully designed programmes. Trained educators and activity leaders deliver structured schedules tailored by age group, from creative workshops and outdoor exploration to teen-specific social and sports activities, allowing parents to fully relax, knowing their children are in expert hands.

## **Three Exceptional Family-Focused Resorts**

### **STOCK resort, Zillertal**

Renowned as one of the most family-friendly properties in the collection, STOCK offers a large, professionally staffed kids club open daily, alongside an Aqua Fun Park with slides and pools, indoor play worlds, an adventure playground and dedicated teen zones. Seasonal activities include sledding and snow adventures, while a family spa sits alongside expansive adults-only wellness areas, allowing both shared and independent relaxation.

### **Alpenresort Schwarz, Mieming Plateau**

Perfect for active families, this resort combines childcare and kids club programming with a strong outdoor focus. Highlights include a 92-metre water slide, multiple family pools, a petting zoo and farm animals, plus access to golf, tennis, hiking and biking. Children benefit from structured activity programmes led by experienced play specialists, while parents can explore one of Austria's largest spa landscapes.

### **Wellnessresidenz Alpenrose, Achensee**

Blending luxury wellness with exceptional family facilities, Alpenrose offers dedicated kids and teen clubs, a water adventure world and family spa treatments. Creative programmes, outdoor playgrounds and activities around Lake Achensee, including sailing and cycling, are all overseen by expert childcare teams, ensuring a seamless experience for families.

## All-Inclusive Alpine Indulgence

A defining feature across the collection is the **comprehensive all-inclusive offering**, designed to remove friction from the guest experience while elevating culinary standards:

- Generous breakfast buffet from 7:30 a.m. to 11:00 a.m.
- Lunch buffet featuring soups, salads and hot dishes from 1:00 p.m. to 3:30 p.m.
- Afternoon coffee, tea and pastries from in-house patisseries (1:00 p.m. to 4:30 p.m.)
- Exquisite 6-course dinner with themed evenings and daily vegan options (6:30 p.m. to 8:30 p.m.)
- A refined dining atmosphere where guests are encouraged to dress for the evening

Beyond cuisine, guests enjoy access to **extensive wellness facilities**, including up to 5,000m<sup>2</sup> spa areas with multiple saunas, relaxation zones and water worlds, often featuring outdoor heated pools with panoramic alpine views.

Daily programmes also include **sports, fitness classes, guided activities, childcare, entertainment and access to adventure parks**, ensuring there is always something to engage every member of the family.

## Seamless Access from Major Travel Hubs

Despite their tranquil alpine settings, all three resorts are easily accessible:

- **STOCK resort (Zillertal)**
  - Nearest airport: Innsbruck (approx. 50 minutes)
  - Munich: approx. 2.5 hours transfer
  - Salzburg: approx. 2 hours
- **Alpenresort Schwarz (Mieming Plateau)**
  - Innsbruck: approx. 35 minutes
  - Munich: approx. 1.5–2 hours
  - Salzburg: approx. 2 hours
- **Wellnessresidenz Alpenrose (Achensee)**
  - Innsbruck: approx. 45 minutes
  - Munich: approx. 1 hour 30 minutes
  - Salzburg: approx. 2 hours

Private transfers, rail connections and chauffeur services ensure a smooth “last mile” journey from airport to resort.

## The Rise of Intergenerational Travel

With more families travelling across multiple generations, these resorts offer a compelling proposition: **shared experiences without compromise**. Grandparents can unwind in

panoramic saunas, parents can enjoy world-class spa treatments, and children can immerse themselves in expertly curated programmes—all within the same destination.

The result is something rare in modern travel: a holiday that feels restorative, connected and genuinely enjoyable for everyone.

**Ends**

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