



PLOSE
Brixen | Südtirol



P R E S S P A C K



A New Breed of Family Resort

It's time for togetherness at AKI Family Resort PLOSE

Designed with families in mind, AKI Family Resort PLOSE is a 5-star retreat set against the forests and mountains of South Tyrol near the world-famous Dolomites.

The perfect destination for families with young children and babies, AKI Family Resort PLOSE is inspired by its beautiful Alpine location. Here, seasonal activities focus on a deep-rooted connection with the natural environment.

Whether you're a mum-to-be needing total tranquility or an expectant couple seeking a relaxing babymoon retreat, AKI Family Resort PLOSE offers the perfect mix of first-class hospitality and laid-back luxury for families.

AKI Family Resort PLOSE opened in November 2024, offering families the opportunity to enjoy valuable time together in an outstanding location. The architectural design is fresh and contemporary, with a warm, uplifting atmosphere and an enticing blend of nature and nurture.

Located near Brixen, South Tyrol, this elegant resort effortlessly combines outdoor adventure, utter relaxation, and holistic well-being. At AKI Family Resort PLOSE, you will find a unique and inspiring environment to create long-lasting memories for both young and old.





Rooted in Family Values

Where tradition meets contemporary comfort

AKI Family Resort PLOSE is the first dedicated family resort from award-winning ADLER Spa Resorts and Lodges.

Without “ADLER”, there could be no “AKI” – the Sanoner family stands behind the family hotel in the Dolomites, who have been offering extraordinary holiday experiences in unique locations with ADLER Spa Resorts & Lodges located all over Italy. Pursuing excellence and a casual, family atmosphere go hand in hand. The attention to detail and the practice of sustainability are reflected in the architecture and in the culinary offering as well as in the overall concept. The AKI Family Resort PLOSE keeps the ADLER promise: A feeling of lightness that inspires young and old.

A family-run enterprise for more than 200 years, AKI Family Resort PLOSE is the latest addition to the award-winning group of Italian properties. Now, two generations of the Sanoner family work side by side – not just to preserve and improve on what has already been achieved, but also to move towards new, exciting projects and ambitious goals.

Two hundred years on, AKI Family Resort PLOSE carries these values to a whole new level of expertise. The philosophy is for families to flourish, making memories that will last a lifetime.



Plose a Natural Playground

Where holidays work in harmony with nature

Nature is at the heart of your stay at AKI Family Resort PLOSE, with activities and experiences that reflect the beauty of the surrounding countryside. Discover magical verdant forests, mighty mountains, and the local farms of sunny Plose, all within easy reach, making it easy for little legs to connect with the natural world.

The Isarco Valley is a little-known area of unspoilt natural beauty, yet the eye-catching mountains of Plose and the Dolomites are renowned worldwide. Mount Plose offers everything for the ultimate family holiday in the Italian mountains. With sunny ski slopes and shady forest paths this beautiful region offers an exhilarating outdoor environment for year-round family adventures.

Mount Plose offers a world of winter fun, with 40 kilometres of pistes—including two designed specifically for children and beginners—10 kilometres of sledge runs, 7 state-of-the-art lifts, and awesome hiking trails.

For thrill seekers, why not ride down the mountain on the Plosebob, an exciting rail-guided bobsleigh track that families can enjoy throughout the year.





360° Sustainability

A place for future generations

AKI Family Resort PLOSE doesn't just bring you lasting memories and experiences, it also prioritises nature and cultural conservation to ensure future generations can enjoy this slice of South Tyrolean paradise. For guests, this means a plastic-free and ecologically harmonious environment.

Sustainability is at the heart of ADLER Spa Resorts and Lodges, and now each property has attained the GSTC (Global Sustainable Tourism Council) certification through the leading environmental benchmarking and certification label, EarthCheck.

EarthCheck covers over 300 detailed sustainability criteria that considers responsible resource use, such as minimising and making the most of water, reducing emissions, making energy consumption more efficient and self-sufficient. AKI Family Resort PLOSE features a hi-tec photovoltaic system that produces 25% of the energy needed at the resort.





A Happy Homely Holiday

Inspired Interior Design

A feeling of contemporary comfort flows throughout this modern, eco-friendly, and architecturally impressive resort. Spacious, family-friendly suites are constructed from natural spruce and locally sourced sustainable materials, providing a tranquil, calming atmosphere.

Stay in one of the 70 family suites, which are equipped with all the home comforts, including bathrobes for adults and children, premium ADLER Spa toiletries, minibar with tea and coffee-making facilities, a microwave, Wi-Fi, and smart TV, changing tables for babies.

22 superior family suites accommodate up to five people and include a bathtub, while expansive family homes provide ample room for four to seven people. All the suites feature a welcoming family living space with a cosy, cushion-filled chill-out corner, separate bedrooms, and a private terrace overlooking the mountains and forests of Plose.

Travel is made easier for families with all children's equipment provided with compliments, including baby changing tables, potties, baby bathtubs, water bottles, anti-slip mats, prams and buggies, backpack carriers, swimming aids and children's backpacks.





Dawn to Dusk Activities

From tots to teens

For families looking to relax, unwind, and have fun on holiday, AKI Family Resort PLOSE offers something for everyone of all ages. Open to babies from one month old, AKI Kids' Club is a fully staffed indoor space designed to focus on learning through play. Youngsters can let their imaginations soar with natural arts and crafts workshops in a plastic-free environment. An attentive round-the-clock childcare service is available seven days a week, twelve hours a day, allowing parents to enjoy a little time out and child-free pampering.

AKI kids club provides a safe, welcoming environment for babies and young children alike. Throughout the common areas, young guests can feel at home and make new friends. The interior play space is set across two spacious floors connected by a slide. There's also a play barn with hanging bridges, and a toddler area with a bobbycar track and treehouse!

Teenagers have their own lounge with chill corners, ping pong, table football, air hockey, and a digital game table. Plus, there's an indoor gym and football court that transforms into a theatre for entertainment and film nights at night. The weekly children's activities programme focuses on getting your little ones outdoors to have fun in nature. There is even a petting farm where families can make friends with alpacas, goats, rabbits, ducks, and hens.

Mealtimes are a relaxed affair, and should parents fancy a little time off, there is a dedicated children's bistro with supervised lunches and dinners. Children can also learn the art of making home-cooked food at the children's cooking studio, where they are taught to knead dough for cookies and pizza, make chocolate, and more.





Moments of Calm

Spa Rituals for the mind, body and soul

With all these new shared family experiences, taking a breather and recharge your batteries from time to time is essential. So, while the children are occupied at the Kids' Club, you can escape to an oasis of calm at the adults-only spa set amongst the ancient pine forest.

Listen to the whispers of the woodland while you unwind with natural treatments from a team of expert therapists. Let your mind wander as you gaze out over the valleys and mountain views while enjoying a rejuvenating herbal tea.

Experience a soothing sauna ritual in the 90°C Finnish sauna or the 60°C herb sauna. Then, refresh and revive yourself with the coolness of the outdoor plunge pool. There's also an adults-only panoramic fitness area fitted with the latest Technogym equipment, so you can enjoy a workout in peace.



Family Wellness Experiences

Wellbeing for All

While the resort offers a dedicated adults-only spa, there are also wellness and spa experiences for the whole family. Discover the family (clothed) saunas, where children can develop an interest in their own self-care, including a steam sauna, a 60°C hay sauna, and a thrillingly fresh snowflake fountain.

The award-winning ADLER spa offers signature treatments for all the family, including babies, children, and teenagers. These include baths and wraps, gentle massages, and combined parent-child treatments that can promote bonding and relieve stress.

With so many fun-filled activities for children, adults can also focus on their own well-being. Guests can enjoy the complimentary weekly fitness programme run by trained coaches, which includes stretching, body shaping, and pilates sessions.

Find some inner family harmony with regular yoga classes, post-partum gymnastics, family fitness and even baby yoga classes in the panoramic yoga pavilion, which overlooks the majestic mountains and Alpine forests.



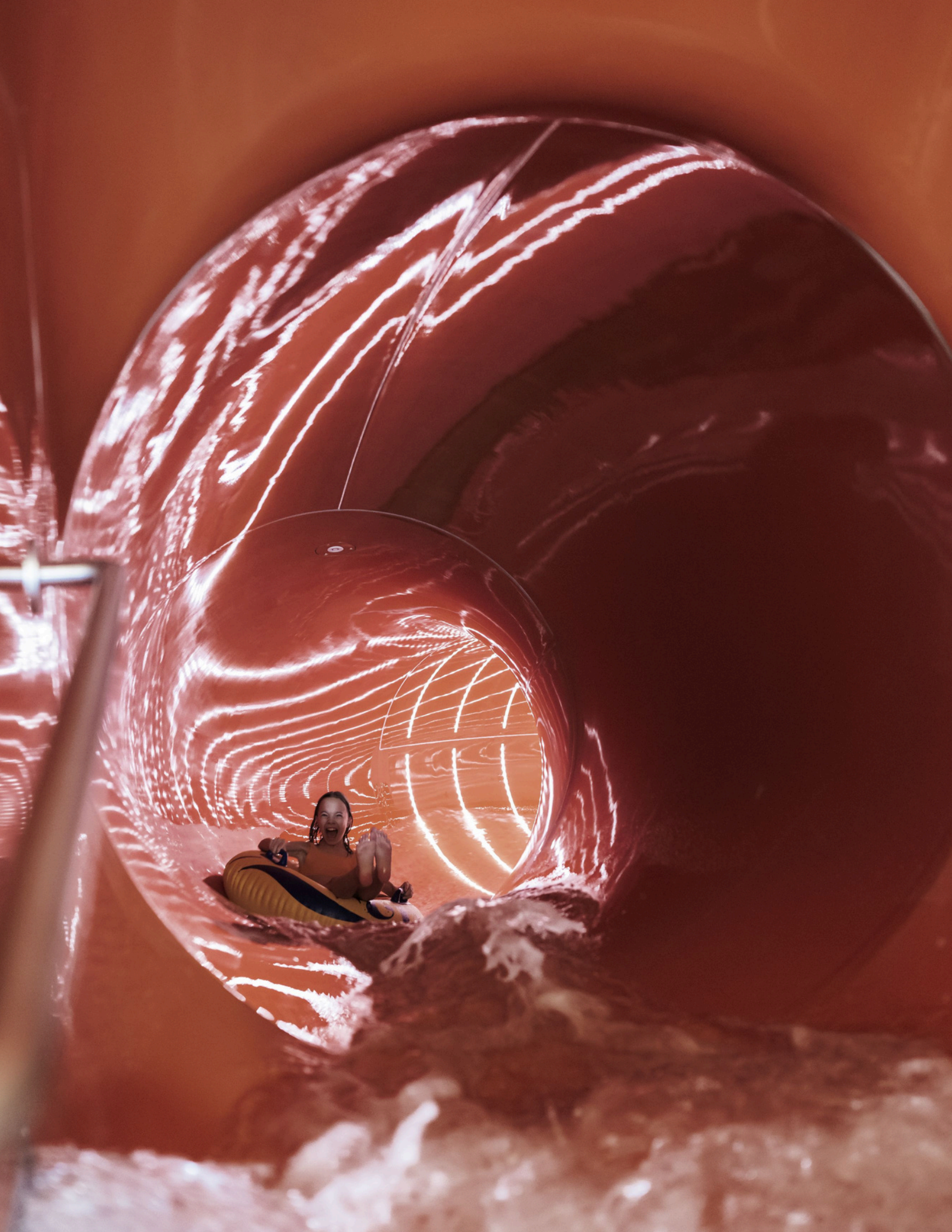
Make a Splash

A world of water-based fun awaits

Everyone becomes a water baby at Aki Water World. Take the plunge and splash around together in sheer joy, here children are free to whizz around on one of three fun water slides, play with the many water attractions, or hone their swimming skills in the **three** comfortably heated pools. There's aquatic fun for all at AKI Family Resort PLOSE.

The indoor/outdoor pool with a sloping beach-like entrance awaits you with more than just comfortably warm water. Babies and small children feel relaxed and comfortable in the gently heated water. Little ones can splash around in the baby pools, and there is a non-swimmer shallow pool too.

An oasis of calm awaits you at the family relaxation area next to the pools, offering the perfect atmosphere for cuddling up, reading stories and enjoying a little quiet togetherness.





Seasonal Adventures

Year-round family fun

Every season in the Brixen/Plose region is enchanting, from the winter months, when a crisp carpet of snow will excite all, through to summer, when mountain adventures and sunny explorations beckon. To help you discover the joy of South Tyrol's trails and hikes, the resort provides complimentary outdoor equipment, such as hiking poles, mountain bikes, and e-bikes.

Experienced ski instructors can take your family out on the slopes in winter, whether you are novice skiers or seasoned pros. A complimentary year-round shuttle bus will take you to a world-class ski resort, just a 10-minute ride away. The hotel also has its own magic carpet ski area for toddlers. Plose offers a wealth of opportunities for family adventures such as invigorating family hikes along the easy-to-follow trails that wind through forests and meadows.

Go on a magical alpaca trek through the forest, zip down hills on complimentary toboggans, or enjoy the winter hiking trails through the snow-capped Dolomites.

In summer, the forests and valleys become thrilling play areas. Go hiking, cycling, or horse riding along the many mountain trails. Make magical memories on a horse-and-cart excursion or family alpaca trek. Head to local farms and meet farmers and their animals. You can even roll up your sleeves and learn how to milk a cow or press fresh apple juice.

Other exciting destinations are easy to reach, such as the beautiful historic cities of Bressanone and Bolzano, which hold traditional festive markets.



Gourmet Goodness

Farm to fork family feasts

Celebrating the freshest seasonal ingredients is at the heart of the healthy and delicious cuisine at AKI Family Resort PLOSE. With menus championing 0km produce and locally farmed ingredients, every meal is a feast for the senses.

AKI Family Resort PLOSE offers simple, yet exceptional cuisine

At breakfast and at lunch, you'll find varied, child-friendly buffets with live cooking stations. In the evenings, a four-course à la carte dinner menu is served with a large selection of antipasti, freshly baked pizza, plus a vast cheese and dessert buffet that features homemade ice cream. Between meals, a selection of healthy snacks is available at the fruit and juice bar.

The restaurant is fully equipped for families, with special child-friendly buffet stations that allow your little ones to have independent access, as well as high chairs, bibs, and children's crockery and cutlery.

There's also a 24-hour baby bar where you can help yourself to complimentary organic baby food and all the necessary equipment for infants.



Moments make Memories

AKI Family Resort PLOSE is with you every step of the way to help create those first memories of a lifetime.

Whether you're travelling as a single parent or bringing the entire extended family – the resort holds numerous seasonal packages and offers to indulge in holidays with grandparents, siblings, and friends.

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Fact File

Accommodation details - The resort has 70 rooms:

- 40 Family Suite of 50 m² (2-5 persons) - 2 Bedrooms and 1 Bathroom with shower
- 22 Family Suite Superior of 55 m² (2-5 persons) - 2 Bedrooms and 1 Bathroom with shower and bath tub
- 8 Family Home of 70 m² (4-7 persons) - 3 Bedrooms and 2 Bathrooms with showers

Prices from: 638€ per suite per night (occupied with max. 2 adults and 2 children) with AKI Full board, buffet breakfast, lunch buffet, and 4-course à la carte dinner, as well all non-alcoholic beverages, coffee and tea specialities included.

How to reach AKI Family Resort PLOSE

- Complimentary return Shuttle from Bressanone train station
- By car - The easiest way to reach the AKI Family Resort PLOSE is via the Brennero Motorway (A22).
- By train - IC and EC trains stop in Bolzano and Bressanone. After your train journey, you can reach us via the "Südtirol Transfer" connecting shuttle, which takes you from the train stations and long-distance bus stops to your accommodation and back again several times a day. The service is easy to book online.
- By plane - Bolzano airport (55 km): 1 hour
Innsbruck airport (91 km): 1.35 hour
Verona airport (196 km): 2.30 hour
Milan Malpensa airport (364 km): 4.15 hour
Munich airport (266 km): 3.45 hour



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