



PLOSE
Brixen | Südtirol



PRESS PACK



Designed for Families

Designed with families in mind, AKI Family Resort Plose is a beautifully modern, glass-fronted family resort in South Tyrol located near the charming Alpine town of Brixen and the local mountain area of Plose, with panoramic views of the Italian Dolomites.

The perfect destination for families travelling with babies, toddlers and young children ages 0-10 years old, AKI Family Resort Plose is a restorative escape for parents and an enriching adventure for little ones. Designed entirely around the needs of modern families, AKI Family Resort Plose removes the usual stress of travelling with children.

The resort offers everything from baby bathtubs and bathrobes to bouncers, highchairs, backpack carriers, baby monitors, prams, and buggies, as well as a 24-hour baby bar stocked with organic baby porridge, milk powder, microwave, kettle and bottle warmers, all on a complimentary basis.





Rooted in Family Values

AKI Family Resort Plose opened for its first winter season at the end of 2024 and is the first dedicated family resort from award-winning ADLER Spa Resorts & Retreats, a family-owned collection of award-winning luxury resorts in Italy, owned and operated by the Sanoner family for more than 200 years, now spanning seven generations and still managed today by two generations working hand-in-hand.

ADLER Spa Resorts & Retreats is renowned for its holistic wellness philosophy, strong sense of place, and deep commitment to sustainability. Designed specifically for families with young children, AKI Family Resort Plose brings this legacy to a new generation, combining contemporary Alpine design, nature-led experiences and thoughtful family services.



Nature is an Outdoor Playground

AKI Family Resort Plose is open all year round perfect for families with small children and babies who can travel throughout the year.

In winter, families can enjoy snowy adventures and easy access to child-friendly slopes at Plose Resort just a short 10-minute complimentary shuttle away, offering 40km of pistes, including two designed specifically for children and beginners, 10km of sledge runs, seven state-of-the-art lifts and incredible hiking trails perfect for magical alpaca hikes. The property has its own magic carpet ski area for those beginning their ski adventures complete with a ski instructor for two complimentary hours per day assisting the magic carpet. The on-site ski hire and a ski locker room are ideal for those heading to Plose.

Summer transforms the mountains into Alpine meadows, while forests and valleys provide intrepid adventures for little ones. Magical memories as a family are made with the help of complimentary outdoor equipment such as hiking poles, mountain, and e-bikes. Other local experiences include visits to meet local farmers and producers where guests are encouraged to learn how to milk a cow or press fresh apple juice, before paying a visit to the beautiful nearby historic cities of Brixen, Bressanone, and Bolzano. In the small AKI farm with a petting zoo, guests can enjoy feeding the animals, including alpacas, goats, rabbits, ducks, and hens. Animal sponsorship and alpaca hikes are also available as part of the daily programming. In the expansive outdoor play area, children can immerse themselves in nature along the adventure trail and in the tree houses.





Sustainability for Future Generations

Sustainability sits at the heart of AKI Family Resort Plose. Designed with future generations in mind, the resort champions nature and cultural preservation through a plastic-free and environmentally harmonious guest experience. As part of the "ADLER for Planet" initiative, AKI Family Resort Plose focuses on sustainable services and aims to show that modern tourism and environmental protection can go hand in hand.

As part of ADLER Spa Resorts & Retreats, the resort is EarthCheck-certified, meeting rigorous global standards for responsible resource use, energy efficiency, and emissions reduction. A high-tech photovoltaic system supplies 25% of the resort's energy needs, complemented by an efficient district (tele) heating system, further reducing environmental impact.





A Home Away From Home

The spacious 70 family suites have been thoughtfully designed using natural spruce and locally sourced sustainable materials, creating a tranquil and calming atmosphere. All suites are air-conditioned and combine comfort including bathrobes for adults and children, premium ADLER Spa toiletries, minibar with tea and coffee-making facilities, a microwave, Wi-Fi, smart TV, and changing tables for babies.

All Family Suites 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, and changing tables for babies.

The 22 superior family suites can 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 and essentials 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

Nature becomes an outdoor playground, with a thoughtfully curated weekly activities programme inspired by Montessori principles, encouraging independence, and creativity, hands-on learning through play, all guided by a 'back-to-nature' philosophy. Open daily from 9:00 to 21:00, seven days a week, the nursery, Kids Club and all family activities are included in the room rate, offering parents complete peace of mind.

Year-round highlights include a petting farm with alpacas, goats, rabbits, ducks and hens alongside a nature-inspired play barn featuring slides, bridges, and climbing walls. The toddler area is complete with a vintage bobby car track, wooden toys, treehouse, and play island; the perfect way for tiny explorers to burn off energy regardless of the weather.

Children and parents can unwind in the Chill-out Lounge with ping pong, table football, air hockey, a digital games table, as well as a football court that transforms into a theatre for movie nights. Creative spaces such as the painting studio and wood workshop invite the whole family to enjoy quality time together. Additional babysitting can be arranged on request from €30 per hour.

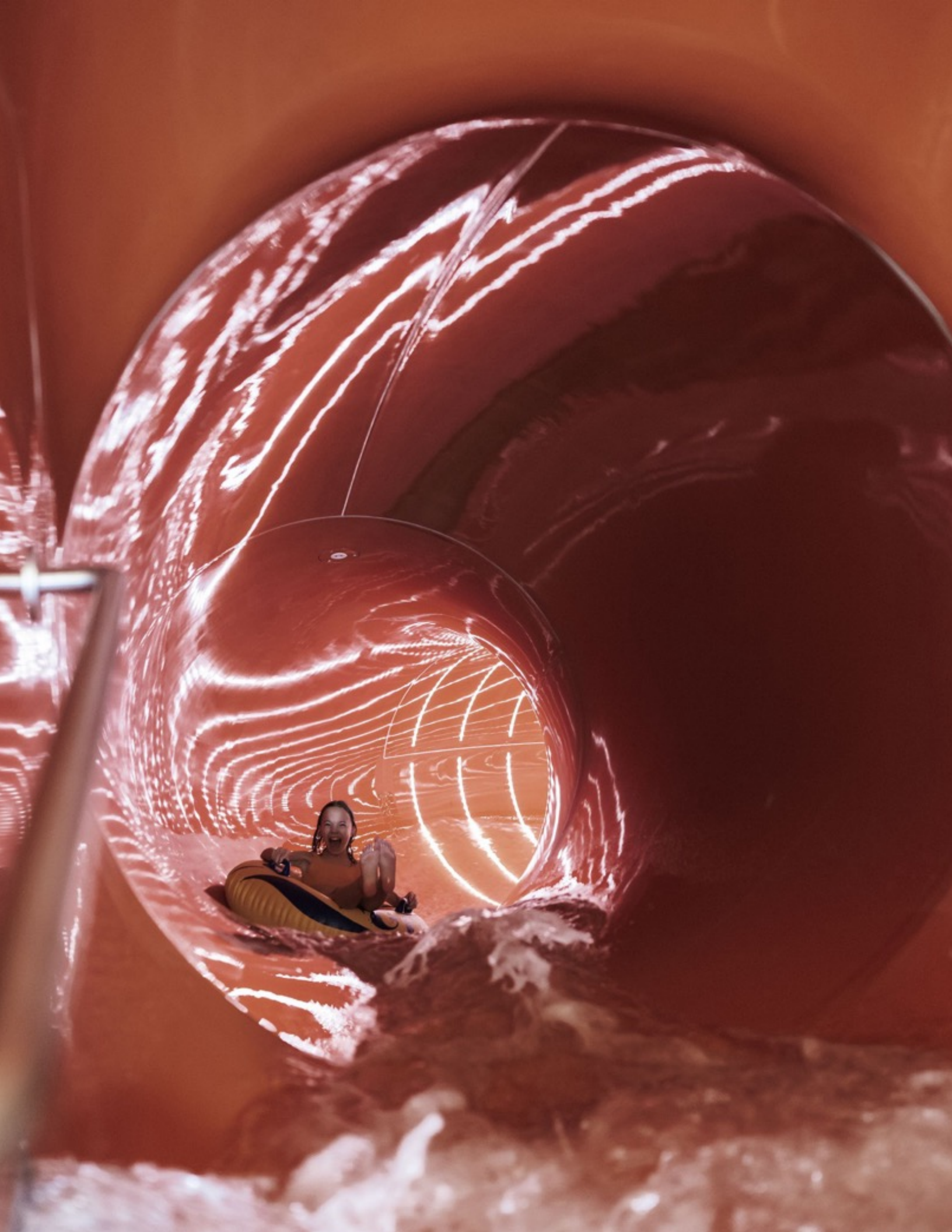




Moments of Calm

For younger guests, the wellness offering goes above and beyond. The AKI Water World features a total of four heated pools, including an indoor baby pool with water attractions and a gentle 25cm water slide, a non-swimmer pool, an indoor-outdoor pool, and an additional baby pool in the garden during the summer. A dress-on family sauna area with no minimum age sits alongside the pools offering a 55°C hay sauna and 40°C steam bath, with daily scrubs and infusions designed for the whole family, ensuring children are just as pampered as adults.

When children are peacefully occupied at AKI Kids Club, parents can retreat to the resort's Adults-Only Forest Spa, a serene sanctuary offering treatment rooms, a yoga pavilion for daily yoga sessions, and a full programme of mindfulness experiences. Wellness facilities include a Finnish Sauna (90 degrees) and a Herb Sauna (60 degrees), a panoramic sauna with twice-daily infusion, an outdoor plunge pool, fire pit and dedicated relaxation areas, as well as 7 cabins for massages and treatments with a various choice for treatments for children, mums (pre, postpartum) and dads, all set against a dramatic mountain backdrop. Guests can also enjoy workouts with the latest Technogym equipment in the adults-only panoramic fitness pavilion, located atop the main building.





Family Alpine Dining

AKI Family Resort Plose offers 0km produce cuisine and locally farmed ingredients that balance refined Alpine flavours with family-friendly ease – ensuring mealtimes are as enjoyable as they are relaxed.

AKI Full Board includes all non-alcoholic beverages, coffee, tea, and ice cream available throughout the day alongside a child-friendly buffet breakfast and lunch with live cooking stations. In the evenings, a five-course à la carte dinner menu is finished with a vast cheese and dessert buffet. Between meals, a selection of healthy snacks is available at the fruit and juice bar, as well as a 24-hour baby bar stocked with organic baby porridge, milk powder, microwave, kettle, and bottle warmers.

Should parents fancy a little time off, there is a dedicated children's bistro with supervised lunches and dinners, where children not only eat together, they cook together as well. In the children's cooking studio, children learn to cut, mix, stir and season like real master chefs as well as taste what they have created.



Fact File

Accommodation details - 70 keys:

- 40 Family Suites: 50 m² (2-5 persons) - 2 Bedrooms and 1 Bathroom with shower
- 22 Family Suites Superior: 55 m² (2-5 persons) - 2 Bedrooms and 1 Bathroom with shower and bathtub
- 8 Family Homes: 70 m² (4-7 persons) - 3 Bedrooms and 2 Bathrooms with showers

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