

New adventures in the Tatras' wilderness

TATRANSKÁ LOMNICA (July 14, 2011) – Tatry mountain resorts, a.s. in cooperation with State forests of TANAP and TANAP Administration founded projects- The Tatras' wilderness- with an eco-mini park- Marmot's land (Svišťa krajinka) in 2010. The goal of this project is to get to know the Tatras in an entertaining way. The children are motivated to hike and take trips in the mountains. Four brand new stories have been presented to children this summer. Štrbske pleso also participated in this project.



After a successful first year, when 27,000 children obtained so called Guidebook to the Tatras' wilderness (a brochure of little Tatras' discoverer), **the Tatras' wilderness project moved to one of the most beautiful Tatras' locations - Štrbské pleso.** The project of educational/entertaining hiking invites families with children to visit the mountains, specifically Skalnaté pleso, Lomnické sedlo, Hrebienok, and Štrbské pleso.

First days of the operation confirm that the project is an ideal addition to cableway trips. Families are very interested. Despite bad weather the Tatras' wilderness has been visited by 2,000 children till the beginning of this week. According to research, **families with children are coming back** because children want to get to know the Tatras' stories.

Little discoverers of beauties and mysteries of the Tatras are accompanied by four charming animals –Jurko, the marmot; Karol, the eagle; Kubo, the bear; and Pirin, the chamois. Children can also enjoy climbing frames in the eco-mini park at Skalnaté pleso this year. They will experience **Searching for a constellation at Skalnaté pleso**, and a secret machine – **The Magic Tatras' cryptex-** will help them by deciphering mysteries in the wilderness. At Hrebienok, which is known by a festival called Bear days, creators stick to the “bear” theme. The children will get to know the **Fairy tale bear friends of Kubo**, and **Štrbske pleso will present “seven wonders”** in the history section.

The High and the Low Tatras are a real magic land for the children. Except for the Tatras' wilderness project, families with children can get to know the nature in the Low Tatras as well, **in the footsteps of Red Riding hood (Karkulka) in Jasná Nízke Tatry.**

The educational hikes are in the most beautiful Tatras' locations hosting favourite events. Except for **"Bear days" (5. – 7.8 2011)**, which has been running now for the 4th year at Hrebienok, there is another event this summer- **"Marmots on the Lake" (27. – 28.8 2011)** - which will conclude the summer holidays for all.

Except for walking in the Tatras, families with children can enjoy different attractions – scooters, boating on Štrbské Pleso, trampolines, and tubing at Hrebienok and in bike parks. The greatest attraction is Tatralandia, where you can find the largest water park and the original western city. The Tatras' hotels are looking forward for the youngest ones. Wellness Hotel Grand in Jasná prepared an interesting programme with benefits and packages for families every day. Holiday Village Tatralandia prepared a funny thematic accommodation. In Grandhotel Starý Smokovec children can enjoy theatre performances on Sundays.

The Tatras' wilderness project expands into the capital city, as well. In these days a mini-park- The Tatras' wilderness- with climbing frames and educational boards is in the final phase in the River Park Bratislava. The little ones can look forward to interesting adventures.

Tatry mountain resorts, a.s. is the largest subject in the tourism industry in the Slovak Republic. It owns and operates attractive ski resorts and hotels in the Low and in the High Tatras. TMR's portfolio includes the resort Jasná Nízke Tatry and the hotel Grand Jasná, Tri studničky and Ski Záhradky hotels in the Low Tatras. In the High Tatras TMR owns and operates the resorts Tatranská Lomnica, Grandhotel Starý Smokovec and Liptovská Teplička, as well as hotels Grandhotel Praha Tatranská Lomnica and Grandhotel Starý Smokovec, and Hotel FIS Štrbské pleso. TMR has already invested over EUR 70 million of capital expenditures into these resorts and plans to spend additional EUR 65 million on projects, which will be focused on increasing the standard and visit rate of our mountains in the following years. The last TMR's acquisition is the aquapark Tatralandia, the biggest Slovak thermal aquapark, which, besides water entertainment, also offers an entertainment in the Wild West style in the Western City, as well as accommodation in bungalows and apartments of Holiday Village Tatralandia.