

Austrian Alps in National Geographic's "Best of the World 2023"

Looking for a dream travel destination for 2023? We are thrilled that the Austrian Alps have been included in National Geographic's prestigious ["Best of the World 2023"](#) in the category "Adventure".

The list is being researched and written by National Geographic's international editorial team every year, celebrating the top 5 most exciting and extraordinary travel destinations worldwide in five categories (Family, Adventure, Culture, Nature, and Community).

An outdoor playground for adventurers

With travel starting to bounce back to pre-pandemic levels and outdoor adventures more in demand than ever, we can't wait to show international visitors the beauty of our mountains. Austrians take great pride in the Alps – a sustainable and responsible approach is in our DNA. The Alps cover over 60 percent of our land after all, and are the Austrians' natural habitat, and most important sports and recreation area all in one.

Travellers to Austria are spoiled with choice when it comes to outdoor activities. Think of the Alps as an adventure playground in a picture-perfect natural setting, which will make you forget the hurdles of modern city life in a flash.

Alpine adventures all-year round

For many, the Austrian Alps are first and foremost a winter destination, offering great value for money [skiing](#), including for [families](#). And there are tons of other exciting adventures away from the slopes, too, think [cross-country skiing](#), winter hiking, snowshoeing, tobogganing, exploring ice caves, or even winter [kayaking and canoeing](#). Winter resorts such as [Arlberg](#), [Zell am See – Kaprun](#) and [Kitzbühel](#) rank among the all-time favourites.

But Austria's winter wonderland is just part of the story. As soon as the snow has melted, the Austrian Alps turn into an adventure park for [hikers](#) and [bikers](#) of all skill levels, with trails leading up and down the summits and along beautiful waterfalls and mountain lakes, and through breathtaking national parks. Popular summer destinations such as [Zillertal](#) or [St. Johann in Tirol](#) lead the way, but choices are nearly endless. And it's not just the smoother adventures that await. Travellers looking for an unforgettable adrenalin rush can try mountain biking, white-water rafting, zip-lining, or even bungee jumping, all available throughout the Alpine region.

A place to relax and unwind

As a bonus, adventurers in the Austrian Alps get all the health benefits of being active in fresh mountain air. Scientists from around the world, including from Harvard and Oxford, have shown for decades that nature-based activities improve our physical and mental wellbeing, including for those with pre-existing issues.

The mountains are a great place to take a break from your busy everyday life, to relax, rewind, and recharge your batteries. And make long-lasting memories on top.

We can't wait to show off the beauty and endless adventures the Austrian Alps hold to even more visitors from abroad in the year to come.

[Read more about outdoor adventures in Austria](#)

If you are interested in covering the region in line with a commission, we will happily assist you in mapping out your press trip.

For any inquiries, questions, additional information, and images, please get in touch at pressuk@austria.info.

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