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## INNSBRUCK REGION: PRESS MENU//RESEARCH TOPICS 2022



### [THIS WAY TO THE SUMMER VIDEO](#)

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## **SUMMER HIGHLIGHTS 2022**



### **EXPLORING**

#### **THE FREEDOM TO EXPERIENCE ALPINE-URBAN DIVERSITY**

One holiday, but a thousand possibilities. That's the essence of an "alpine-urban" holiday experience. In the Innsbruck region, nature and culture, relaxation and challenge, city and countryside complement each other to form an irresistible total package. Relaxation or action? Enjoyment or something more challenging? Everything's possible in and around Innsbruck in a completely natural way. It's the perfect starting point to choose something new every day in just one place and to experience bespoke activities - for a summer based on your own preferences.

[www.innsbruck.info/relaxing](http://www.innsbruck.info/relaxing)

*Tip: from sightseeing classics to insider tips off the beaten track, you can explore Innsbruck independently and in your own way on the seven "Walks to explore".*



### **EXPLORING**

#### **WELCOME CARD: MY TICKET TO FREEDOM**

Museum or mountain, rooftop bar or mountain hut, bus, or gondola lift - there's no question of "either/or" in the Innsbruck region: here it's "both"! The Welcome Card is your key to the perfect holiday. With the free Welcome Card guest card, the Innsbruck region offers a wide range of possibilities to allow you to give full rein to your personal freedom. From stays of 2 or more nights, visitors can enjoy free travel on all public transport in the region as well as price reductions on cable cars, swimming lake entrance and lots more. Also included: participation in the popular mountain hiking and e-bike tour programme. Visitors enjoy even more freedom with the Welcome Card plus: for stays of 3 nights or more, 4 free cable car rides are included. With bus, tram, train and bike, the Welcome Card makes getting around hassle free with easy access to the wealth of experiences the region has to offer.

[www.innsbruck.info/welcome](http://www.innsbruck.info/welcome)

*Top tip: a special highlight of the package of services available with the free Welcome Card for visitors is the popular programme of mountain hikes and e-bike tours. Local guides can offer both leisurely and challenging tours, on foot or by e-bike, through breath-taking mountain scenery.*

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## **RELAXING**

### **TIME OUT IN THE INNSBRUCK REGION: RELAXING IN EVERY WAY**

Take a break from the daily grind and let yourself go! If you are looking for relaxation, the Innsbruck region is just the place. Located in the heart of the Alps, it offers you all you need for taking some time out: and when it comes to ways to unwind, it is truly a natural, as a relaxing holiday in Innsbruck usually leads from the city directly into the surrounding nature. And, if you choose a cable car or an e-bike, you can enjoy it all quite comfortably without major effort. The city also invites you to take time to discover its alpine-urban sense of joie de vivre: historic buildings and modern architecture create a multifaceted cityscape against an imposing mountain backdrop. And a stroll along the River Inn lets you view the famous brightly coloured rows of houses in their best light.

[www.innsbruck.info/relaxing](http://www.innsbruck.info/relaxing)



## **EXPLORING**

### **THE FREEDOM TO ENJOY A HAPPY FAMILY HOLIDAY**

The whole family can explore a world full of fun and action in the Innsbruck region. A stroll through the city against the backdrop of the awesome mountains or a museum visit with interactive exhibitions about the region's interesting traditions and history become an exciting journey of discovery. Give in to your child-like wanderlust and follow one of the many family-friendly hiking trails which take you through the impressive natural landscape and offer plenty of time to have fun in the adventure playgrounds. Young and old alike can enjoy a refreshing dip in one of the region's beautiful bathing lakes.

[www.innsbruck.info](http://www.innsbruck.info)



## **BIKING**

### **FREEDOM ON TWO WHEELS**

If you love biking ... then get yourself to the Innsbruck region! With a varied biking terrain from gentle lowlands to lofty heights, the region offers the perfect conditions for cycling in all its forms. If you cycle just for fun, you can take it easy on picturesque cycle paths such as the Genuss-Radweg (Pleasure Cycle Path) on the Mieming Plateau. If you like bike tours, you have the choice between fascinating summit experiences and leisurely mountain inn tours high above the city's roof tops. And if you're a gravity biker, at Bikepark Innsbruck you'll find a varied natural sports area with single trails from flowing to challenging.

[www.innsbruck.info/biking](http://www.innsbruck.info/biking)

*Tip: guided e-bike tours with local bike guides. The tours are included as part of the benefits package in the free Welcome Card guest card, offering everything for both beginners and professionals, from technical training with valuable tips and tricks to outings to the region's most beautiful places. You don't have to bring an e-bike with you, as*

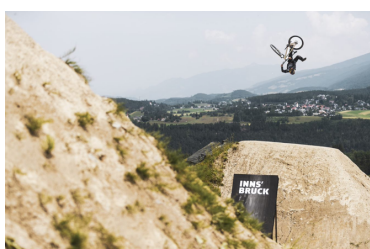


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*the Welcome Card entitles you to special prices from selected rental partners providing e-bikes fitted with all the latest equipment.*

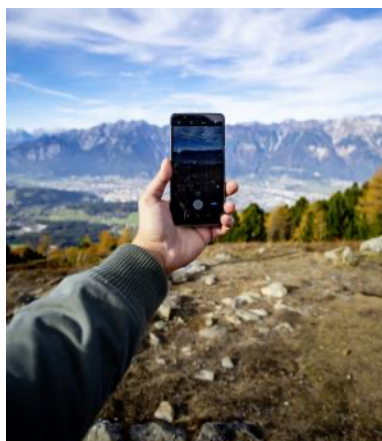


## BIKING

### CRANKWORX INNSBRUCK OPENS WORLD TOUR

Get ready! From 15 to 19 June 2022 Crankworx is for the sixth time coming to the Bikepark Innsbruck, once again opening the Crankworx World Tour. This, the only European stop, brings the very best of riders to the Tyrolean Alps: the international mountain bike elite, pro racers and downhill teams will be showing off spectacular rides and tricks on new and exciting courses. Crankworx Innsbruck: where urban city vibes and Alpine adventures merge into a unique festival.

[www.innsbruck.info/crankworx](http://www.innsbruck.info/crankworx)



## EXPLORING

### WORKATION IN INNSBRUCK: THE ISLAND IN THE ALPS

Enjoying the sunrise at 2,000 metres early in the morning and having your first online meeting at 9 am? At lunch time, break off for a bit of river surfing and then at the end of the day there's just time for a bike tour? Sounds like a dream? In the Innsbruck region we call it "work-life balance". It's easy to work and live where other people come for their holidays. Or work and holiday at the same time! Working from the office or from home are no longer the only possibilities; thanks to the digital world, lots of people can also work on the go. So why not turn the holiday destination into a workplace? The Innsbruck region is exactly the right "office" for workationers as it offers all the advantages of a city as well as 40 idyllic locations surrounded by the stunning mountains. Be it a leisurely hike or a challenging summit conquest, mountain biking, trail or racing biking, river surfing, climbing or trail running, the region offers a wide range of options for athletic workationers to enjoy a rigorous workout. Or would you rather just go for a stroll and enjoy a few carefree moments? The Innsbruck region also has lots to offer if you just want to chill and delve into the vibrant city life. No wonder people like to stay here longer and longer!

[www.innsbruck.info](http://www.innsbruck.info)



## EXPLORING

### INNSBRUCK'S SUMMER OF CULTURE 2022

Pop-up concerts, musical performances on open-air stages and festivals present early music, electronic sounds, performance art and art cinema: the Innsbruck region's summer of culture offers no end of variety! Exceptional performances are guaranteed with the Klassik am Berg (Classical on the Mountain), the Innsbruck Promenade Concerts and Early Music Festival Weeks, not to mention numerous other outstanding cultural events. The many different events of Innsbruck's Summer of Culture offer special highlights for every taste!

[www.innsbruck.info/events](http://www.innsbruck.info/events)



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## **HIKING GUIDED THROUGH THE INNSBRUCK REGION**

Adventurous outings for the whole family, themed hikes, or summit conquests - all of these are part of the mountain hiking programme in the Innsbruck region. Together with qualified mountain guides, hiking enthusiasts of all ages can experience the beauty of nature, from green mountain pastures and shady forests to winding trails and mountain inns, peaks, and sunny vantage points. The free Welcome Card guest card includes participation in the guided mountain hiking tour programme.

[www.innsbruck.info/hiking](http://www.innsbruck.info/hiking)

*Tip: if you'd rather use pedal power and know how to use an e-bike, we recommend you join up with a local bike guide. Guided e-bike tours are also included in the free Welcome Card. There's a complete range of options for beginners and professionals, from technical training to outings to the most beautiful places in the region.*



## **HIKING INNSBRUCK TREK: MULTI-DAY HIKE WITHOUT LUGGAGE**

Off into the mountains, and just keep going. Multi-day hiking makes it possible to take your time, leave everyday life behind and experience the pleasures of hiking not "just" as part of a day trip. The seven-day trekking tour not only combines the most beautiful hikes in the Innsbruck region, but also offers an extra service - which spares your legs, back and, of course, your nerves. The convenience of having your luggage transported is included, and you stay in selected, pre-booked 3-star hotels. The hikes are either accompanied by a mountain guide or you can walk on your own at your own pace.

[www.innsbruck-trek.com](http://www.innsbruck-trek.com)

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## **SUSTAINABILITY GENTLE TOURISM**

Nowhere in the world are mountains and the built environment so close together as they are in the Innsbruck region. Not least because of this unique symbiosis of the urban and the alpine, the issue of sustainability - especially ecological sustainability - plays an important role in the city and the surrounding area. South of Innsbruck, the natural beauty of the Mountaineering Villages in the Sellraintal valley are a great attraction. Only about 30 villages in the Alps meet the strict criteria to be awarded the title "mountaineering village". In the Innsbruck region these include Sellrain, Gries im Sellrain and St. Sigmund im Sellrain. The villages are all the more attractive because of their unspoilt authenticity, gentle pace and the absence of hordes of tourists. Instead, you can experience down-to-earth simplicity and a deep connection with the valley in traditional inns - a functioning, gentle tourism.

[www.innsbruck.info](http://www.innsbruck.info)

## **WINTER HIGHLIGHTS 2022/23**



### **RELAXING DISCOVER THE WINTER ANEW**

You don't need lots of unwieldy sports equipment to enjoy a relaxed feel-good holiday in the mountains, and a winter holiday in the Innsbruck region proves that. Watch a stunning sunrise over the snow-covered mountains from your hotel window, experience the winter wonderland on a leisurely stroll and bring the evening to a lovely close by an open fire. There are also all sorts of shopping opportunities, a splash of wellness and regional and seasonal cuisine to enjoy - and, of course, all of the highest quality.

[www.innsbruck.info/relaxing](http://www.innsbruck.info/relaxing)



### **RELAXING FEEL-GOOD WINTER IN THE HEART OF THE MOUNTAINS**

It doesn't have to be the Caribbean! A wellness holiday in the Innsbruck region means pure relaxation - and with no jet lag. The natural world around Innsbruck, characterised by the awesome mountain backdrop, makes for the perfect setting. The wellness hotels in the Innsbruck region provide the ideal "hardware", several hotels have attractive daily offers and a further attraction of the "Relax Zone" around Innsbruck is the outstanding local cuisine. The best way to round off the perfect wellness day is a walk in the snow or a short winter hike - after all, a little exercise in a wintry landscape never did anyone any harm.

[www.innsbruck.info/relaxing](http://www.innsbruck.info/relaxing)



### **EXPLORING LUMAGICA INNSBRUCK LIGHTS UP THE WINTER CITY**

The tradition of enjoying a winter stroll is continued again this year in Innsbruck's Imperial Gardens with 300 light objects to be discovered. LUMAGICA Innsbruck lights up the pre-Christmas period with interactive light installations, magical light images on historic walls and sounds combined with sparkling lights to create a symphony. A highlight in the truest sense of the word.

[www.innsbruck.info](http://www.innsbruck.info)



### **SKIING & EXPLORING SKI PLUS CITY PASS STUBAI INNSBRUCK: MAXIMUM WINTER PLEASURE**

The fun of skiing and enjoying the city - and all with just one ticket. The SKI plus CITY Pass Stubai Innsbruck is the perfect companion for adventure seekers looking to enjoy a 360-degree holiday experience in and around Innsbruck. For stays of 2 nights or more, the pass connects 13 ski areas with 22 adventure offers as well as other bonus services in Innsbruck and the Stubaital valley. This includes the Stubai Glacier, Austria's largest glacier ski area, with guaranteed



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snow from October to June, the freeride Mecca Nordkette and the Patscherkofel, the Olympic Mountain. Off-piste: the sparkling Swarovski Crystal Worlds, the magnificent Imperial Palace, the imposing Bergisel ski jump and so much more. Entrance to three selected indoor swimming pools is also included. Another plus: the free ski bus system makes getting around hassle free. The Sightseer hop-on hop-off bus is on board as well.

[www.innsbruck.info/ski+city](http://www.innsbruck.info/ski+city)



### **EXPLORING INNSBRUCK'S CHRISTMAS IN THE MOUNTAINS**

Snow-covered mountain peaks, historic house facades under sparkling Christmas lights and the wondrous faces of children staring in amazement and longingly counting off the days until Christmas. From mid-November Innsbruck becomes an atmospheric meeting place for Saint Nicholas and then Father Christmas. "Innsbruck's Christmas in the Mountains" with its seven unique markets and countless stands selling all kinds of delicacies and handicrafts makes the wait for Christmas all the more enjoyable.

[www.christkindlmarkt.cc](http://www.christkindlmarkt.cc)



### **SUSTAINABILITY ENJOY INNSBRUCK WITH A CLEAR CONSCIENCE**

With a large area of natural snow, a low-energy building in the ski area, climate-neutral hotels and free public transport, the Innsbruck region has taken numerous initiatives to achieve an excellent ecological record at the interface between the mountains and the city. In this way people can continue to enjoy the unspoilt experience of this remarkable environment well into the future.

[www.innsbruck.info](http://www.innsbruck.info)

### **About Innsbruck Tourismus**

*Innsbruck Tourismus is the official destination management organisation for the Innsbruck region, encompassing the capital of Tyrol and over 40 localities in the surrounding area, from the Inntal valley to the Mieming Plateau via Kühtai and as far as the Sellraintal valley. With almost 3.5 million overnight stays (as of 2019), the Innsbruck region is one of Austria's largest tourism institutions – a unique symbiosis of pulsating urban space and fascinating Alpine world. The vibrant city atmosphere and sightseeing highlights are just a stone's throw from your next biking or hiking tour, your next ski adventure or winter walk. The Welcome Card, free for visitors, is the key to the region's boundless opportunities: public transport, usable at no cost, means that the area's numerous highlights can be enjoyed both sustainably and comfortably. Visitor enjoyment is the focus of the thoughts and actions of each of the organisation's 90 or so staff: they pass on their passion and enthusiasm for this alpine-urban space to guests, ensuring unforgettable holiday experiences for all in harmony with both people and nature. With a total of twelve tourist information offices, Innsbruck Tourismus can stay close to visitors, be right in the action and keep a finger on the pulse of events – a true hub for the authentic stories and personal impressions of local characters that can be found on the popular blog and social media channels at #myinnsbruck.*

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**Further links**

Blog: [www.innsbruck.info/blog](http://www.innsbruck.info/blog)

Facebook: [www.facebook.com/Innsbruck](http://www.facebook.com/Innsbruck)

Instagram: [www.instagram.com/innsbrucktourism](http://www.instagram.com/innsbrucktourism)

Twitter: [twitter.com/InnsbruckTVB](https://twitter.com/InnsbruckTVB)

YouTube: <https://www.youtube.com/user/InnsbruckTVB>

Pinterest: [www.pinterest.at/innsbrucktvb/](http://www.pinterest.at/innsbrucktvb/) created

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