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SUMMER LOVE'INN: THE WONDERFUL SUMMER-FEELING OF THE INNSBRUCK REGION

Planning your holiday? You're asking yourself "What to do in Innsbruck?". We have the answer for you: variety! Let yourself be carried along by the city's vibes, its sporting activities and surrounding natural world. At times a place for relaxing and enjoying, at others for sports and challenges. Be part of unique events, as a participant or even as the biggest fan. In short: enjoy summer in the Innsbruck region to the full – exactly as you'd like. Our five tips are sure to mean that you'll live – and love – the variety!

Your ticket to holiday happiness: the Welcome Card for visitors

The Welcome Card is included when you stay two nights or more at our partner establishments – free of charge, of course! It provides a range of free offers and numerous discounts on bathing lakes and swimming pools, selected cable cars and lifts, family programmes and cultural events. The absolute highlight included in the package is the activity programme, with local guides to lead you through breath-taking mountain scenery on selected hiking and e-bike tours. Whether you prefer family excursions or mountain climbing, whether you are an e-bike professional or a beginner – there is sure to be a suitable destination for everyone. The tour guides will share tips and tricks, special details and exciting stories. A bonus service for all those travelling by public transport: the Welcome Card offers free use of all public transport in the region! This is ideal, as many starting points of the tours can easily be reached free of charge on public transport.

For all further information see www.innsbruck.info/welcome

Event highlights to watch and take part in

The best way to get to know Innsbruck's sporting side is at the top-class sporting events that have discovered this region as an ideal venue. You don't have to be super sporty – the vibes come by themselves. At Crankworx, for example, everyone will become a bike fan: simply join in the excitement when the international bike elite turn the Bikepark Innsbruck into their playground, with spectacular rides and tricks on new and exciting courses – party atmosphere guaranteed! Maybe you'd prefer to hit the trail in running shoes? Or cheer the runners along? The adidas TERREX Innsbruck Alpine Trailrun Festival is made for trail run fans and offers distances of between seven and – believe it or not – 103 kilometres! The routes and multi-day supporting programme are packed with fun, sporting spirit and unique alpine-urban adventures.

For all further information see www.innsbruck.info/events

Take a break from the daily grind and simply relax and enjoy!

Sweating in a bio-sauna, strolling through the charming old town with its museums, galleries and specialist shops, or hiking through forests and meadows – no matter how or where you want to relax, the Innsbruck region can offer the right method for every type of relaxation. For a classic wellness weekend featuring massages and treatments it's best to book yourself into one of the region's exclusive wellness hotels. But a short break to indulge yourself is also possible: the numerous day spa offers mean that you can also enjoy a perfect wellness break as a day guest. Or does relaxation mean immersing yourself in the great outdoors? Then try out forest bathing: gentle walks surrounded by earthy forest scents and the soothing rustle of leaves let you quickly leave the hum of the everyday behind. More active physical exercise can lead to mental relaxation, either on the Goethe Trail on the Nordkette or the Swiss Pine Trail on the Patscherkofel, where the quiet atmosphere of the mountain will soothe you and promote inner peace. Finally, for those who find relaxation in culture, the Innsbruck Promenade Concerts, Festival of Early Music, Classic Music on the Mountain, or the exclusive piano concert by star pianist Katie Mahan on the Nordkette will whisk you away into worlds of sound.

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For all further information see www.innsbruck.info/relaxing

The call of the wild: from camping to glamping

A camping holiday usually means a little bit of adventure, always close to nature and uncomplicated. But you don't necessarily have to go without comfort, luxury or that certain something extra. The best proof of this is the Gerhardhof farm on the Mieming Plateau and the Natterer See, a lake and a holiday paradise. Surrounded by meadows and forests, the Gerhardhof, which opened in 2020, is surrounded by the natural world. The site, covering approximately 18 hectares, offers sufficient space for caravans, mobile homes and tents. Its special feature: luxuriously equipped glamping tents. With beds made of natural wood – cosy bedding included – a sofa, a table and private wooden terrace with sun loungers, a camping holiday at the Gerhardhof means pure relaxation. The Nature Resort by the Natterer See also offers excellent overnight accommodation: its safari lodge tents, wood lodges and pinewood sleeping barrels can all offer deluxe overnight stays. Located upon a natural wooded slope, the luxurious furnishings let you experience adventure and romance – all in harmony with nature.

For all further information see www.innsbruck.info/camping

Summer in the City: cool squares, leisurely strolling and culinary delights

Between the Nordkette and the Golden Roof, the Alpine Zoo and Ambras Castle, a charming little town awaits you: Innsbruck is ideal for a city trip this summer, a place where you can escape from the normal city noise in its charming shopping streets and winding alleyways. With an impressive cultural landscape and a vast range of public museums, galleries and art spaces, visitors can experience history and the present, tradition and modernity. The so-called "Walks to explore", seven themed city walks, each invite you to approach the city from differing perspectives: they take you up and across Innsbruck, to well-known and hidden sights, to familiar and secret corners of the city. And, should you wish to discover the gastronomic aspects of your holiday destination, Innsbruck also has plenty to offer in the way of culinary delights! Mountain hut cookery and gourmet cuisine, traditional fare and exquisite dishes from around the world – foodies and gourmets alike are sure to find something to their taste!

For all further information see www.innsbruck.info/sehenswuerdigkeiten

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

Facebook: www.facebook.com/Innsbruck

Instagram: www.instagram.com/innsbrucktourism

Twitter: twitter.com/InnsbruckTVB

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

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