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## **SUMMER, SUN, CITY AND MOUNTAIN: THE UNIQUE VARIETY OF THE INNSBRUCK REGION**

**One holiday, endless possibilities – the Innsbruck region provides a unique variety of offers. Here you can find nature and culture, enjoyment and challenges, city and countryside all complementing one another in an attractive overall package. Relaxed or sporty? Simple pleasures or more demanding choices? Everything is possible in and around Innsbruck: the perfect starting point where, from just one place, you can freely select and experience tailor-made activities each day – for a summer packed with variety and joie de vivre!**

Go from the heart of the city straight into the surrounding natural world; or scale the lofty heights of the Nordkette, then look down on the urban hustle and bustle below. Leap back in time between modern architecture and historic buildings, indulge yourself with culinary delights and shop along narrow alleyways, all against a gigantic mountain backdrop: The Innsbruck region offers a unique variety of possibilities for recreation and relaxation – all at different altitudes, as it should be in a true Alpine metropolis. And rightly so, as it allows everyone to enjoy their time-out in different ways. For some it's the feeling of freedom while climbing a mountain peak, with the reward of hearty fare served up at a mountain hut; for others, it's the feeling of relaxation triggered by the imposing views of the mountains on the way to the hotel's bio-sauna, followed by a refreshing dip in a natural pond; others again will feel at one with the world as they immerse themselves in the city's cultural offerings or perhaps discover regional specialities. Whatever the heart might desire, however you define recreation and relaxation – everyone is sure to find their personal notion of freedom in the Innsbruck region, from the enjoyable to the demanding.

### **Enjoy yourself: relaxation, alpine-urban style**

When it comes to ways to unwind, the Innsbruck region 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, a place where you can escape from the normal city noise: Innsbruck is a charming little town, where 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.

Speaking of well-known sights, the "Walks to explore" allow visitors to see both familiar and secret corners of the city in an individual, relaxed way. The seven themed walks invite you to approach the city from different perspectives: they take you up and across Innsbruck on unusual routes away from the hustle and bustle and into a world of adventure: between the Bergisel ski jump and the Sill Gorge, around the historic Anpruggen district or in the footsteps of the Habsburgs.

### **In the best hands: guided mountain hikes and e-bike tours**

An excursion into the great outdoors is a vital part of any visit to the Innsbruck region. Fortunately, the popular mountain hiking programme, with its wide choice of leisurely and more challenging tours, offers something for everyone, whether families, pleasure seekers, nature lovers or peak baggers. With a total of 18 guided tours, you can choose something new every day of your holiday, relaxing and exploring the breath-taking mountain scenery in the company of local tour guides.

Or, if pedalling is your preference, you can join the local bike guides on one of the guided e-bike tours, a fixture on the free tour programme since summer 2021 and a special highlight once again this year.

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There is something for everyone, from beginners to experts, ranging from technical training – including valuable tips and tricks – to outings to the region's finest locations.

And, best of all, the mountain hiking and e-bike tour programme is included in the package of services offered by the free Welcome Card for visitors – which also offers special rates on fully equipped e-bikes at selected rental partners.

**Your ticket to holiday happiness: the Welcome Card for visitors**

The free Welcome Card for visitors offered by the Innsbruck region provides a wide range of possibilities for visitors staying two nights or more, all the better to experience the area's unique variety. All public transport in the region is free of charge, as are selected cable cars and lifts, with numerous discounts and free offers on family programmes, swimming pools and bathing lakes also included. A special highlight is the programme of guided mountain hikes and e-bike tours: whether you prefer leisurely walks, hiking trails or idyllic bike tours through unspoilt valleys or over high-altitude routes, local tour guides will lead you through breath-taking mountain scenery.

And after your holiday? You will retain countless memories of the region's unique variety – while its alpine-urban joie de vivre will remain in your heart.

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

**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.*

**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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**Enquiries:****Innsbruck Tourismus**

Burggraben 3, A-6020 Innsbruck, Austria  
+43 512 5356

[office@innsbruck.info](mailto:office@innsbruck.info)

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

**Peter Unsinn**

Markets&Insights

[p.unsinn@innsbruck.info](mailto:p.unsinn@innsbruck.info)

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