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## **SHORT SUMMER BREAKS: 24, 48 OR 72 HOURS IN THE INNSBRUCK REGION WHERE CITY AND MOUNTAINS ARE JUST A HEARTBEAT APART**

**One moment you're window shopping in the city, next moment you're enjoying the view from a box seat up on the mountain, after a break in a charming street café halfway up. In Innsbruck, the vibrancy of the city and the beauty of the mountains are just a heartbeat apart. What is it that makes the Innsbruck region in the heart of the Alps so exciting, and what are the sights you really have to see during a short summer break? The Innsbruck Card for 24, 48 or 72 hours provides all the answers.**

### **INNSBRUCK IN 24 HOURS**

**10 am:** Warm up for your tour of Innsbruck with a leisurely stroll through the city. Start outside the Golden Roof in the Old Town, wander beneath the arcades past lots of small shops and continue into the adjoining Maria-Theresien-Strasse with the light-flooded Town Hall passage and the ever-popular Kaufhaus Tyrol. Why? Because both shopping malls represent a perfect fusion of contemporary architecture and fine shopping.

**11 am:** See Innsbruck from above – and there's no better place than from the top of the City Tower which boasts a magnificent view. Then pop around the corner and you will come straight to the Court Church, the larger-than-life Renaissance bronze figures inside are like a history book you can walk through.

**At noon** we start to climb, up to 1,900 m above sea level no less, to be precise. At the heart of the city centre, the futuristic-looking valley stations (designed by Zaha Hadid) are most impressive. From here you can take the gondola lift to the Seegrube, and then enjoy lunch gazing over the rooftops of the city, with a splendid panoramic view and invigorating fresh air.

**2 pm:** On your return trip, visit Innsbruck's Alpine Zoo, an absolute must-see, where you can marvel at the fascinating world of animals such as lynx, ibex, chamois and many others.

**3.15 pm:** Now it's time to visit Innsbruck's Ambras Castle, but don't worry – with the Innsbruck Card you can enjoy free transport on the Hop-on Hop-off Sightseer bus! On warm summer days it's well worth taking a walk in the beautiful park with duck pond, peacocks, and a Renaissance herb garden.

**4.30 pm:** Come on, you're not tired yet! It's now off to the Bergisel, a small hill south of Innsbruck. Eye to eye with the imposing Bergisel ski jump (also designed by Zaha Hadid), you can admire the intrepid ski jumpers who dare to make the leap and hurtle down.

**From 8 pm:** If you can stay a bit longer in Innsbruck, we encourage you to enjoy a delicious dinner in one of the many traditional inns and then make your way to Casino Innsbruck, where the Innsbruck Card entitles you to a welcome drink and token.

### **INNSBRUCK IN 48 HOURS**

#### **DAY 1**

**10 am:** Start your mini holiday at the Golden Roof. Be ready to experience the medieval and Renaissance house facades and arcades. Lovely shops give you a first taste of the "urban feeling". Innsbruck's Maria-Theresien-Strasse is a splendid avenue where you simply have to take a stroll and shop. And don't miss the Town Hall passage and Kaufhaus Tyrol where there are more exciting architectural highlights.

**11 am:** Fancy a modest workout? If so, there's a climb of 133 steps in the City Tower up to the 31-metre-high viewing platform, providing wonderful views not only of the medieval streets but also the Bergisel, Patscherkofel and the Nordkette mountains. Just around the corner is the Court Church where you can walk through history as you marvel at the larger-than-life Renaissance bronze figures.

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**At midday** we meet for a quick snack, and you can choose where! Street café, quality burger, Asian delight, Tyrolean inn ... in Innsbruck there's something to satisfy every taste!

**2 pm:** After a light snack or maybe something more substantial, a visit to the Tyrolean Regional Heritage Museum is highly recommended where traditional costumes, wood-panelled parlours, cribs, and rituals bring the past back to life.

**3 pm:** The sun is shining, the valley station of the Nordkettenbahnen is near-by. So, it's off to the mountains! Here on the Hafelekar, at a height of 2,300 m, the air is sparkling, the views stunning, the 10-minute walk to the summit the ultimate thrill. Make sure you factor in a refreshment stop on the Seegrube just below!

**On the way back** we stop at Innsbruck's Alpine Zoo to see the bears, lynx, eagles, chamois etc before returning to the city on the Hungerbahn cable car.

**7 pm:** Set the mood for a lovely evening by enjoying some music at the Innsbruck Promenade Concerts (July) in the Imperial Palace courtyard. Then indulge in some fine dining before rounding off the perfect day with a visit to Casino Innsbruck.

## **DAY 2**

**10 am:** "Amazement" is what it's all about. A 30-minute ride on the Crystal Worlds shuttle bus takes us to Swarovski Crystal Worlds in Wattens where a giant guards the underground crystal worlds. It's a sparkling and glittering world, a firework display for the senses, and the enchantment extends outside into the park. The attraction is also great for families!

**At midday** we take the shuttle bus back to Innsbruck where you have time to enjoy a short walk in the Imperial Gardens. Close your eyes in the shade of old trees or have a picnic on the beautifully manicured lawns.

**2 pm:** The Hop-on Hop-off Sightseer bus takes you into the south of the city. Wilten Abbey Church and Wilten Abbey Basilica are on the way to the Bergisel, and such a wealth of Baroque splendour demands a short stop. The Grassmayr bell foundry, with 400 years of tradition, is close by, and the Bell Museum gives you the chance to trace the history of sound as you walk round.

**3.30 pm:** Once we reach the Bergisel we take the lift to the platform of the Bergisel ski jump designed by Zaha Hadid, a manifestation of the perfect symbiosis of design and sport. Enjoy the view but make sure you visit the Museum Tirol Panorama where you'll be amazed by the Giant Panoramic Painting which depicts an impressive battle on a stunning scale.

**5 pm:** It's well worth making a detour to Innsbruck's Ambras Castle in the glorious evening sunshine. Though it might be too late to visit the Chambers of Wonder, the Renaissance Park with its duck pond and peacocks is a visual delight and uplifting experience.

**7 pm:** In July and August, lovers of early music can listen to outstanding international tunes at the Ambras Castle Concerts and the Innsbruck Festival. You can also enjoy cinema under the stars and jazz at the New Orleans Festival or the Tyrol Easter Festival in spring.

## **INNSBRUCK IN 72 HOURS**

### **DAY 1 as for INNSBRUCK IN 48 HOURS.**

## **DAY 2**

**10 am:** We begin the day with the sparkling adventures of the Swarovski Crystal Worlds in Wattens and give ourselves time to marvel at the magic of the garden with its crystal cloud. An experience certain to delight young and old alike!

**At midday** we take the Crystal Worlds shuttle bus back to Innsbruck where you have time to enjoy a short walk in the Imperial Gardens, close your eyes in the shade of old trees or have a picnic on the beautifully manicured lawns.

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**2 pm:** If the weather's fine, we explore the mountains to the south of the city. We take the Patscherkofelbahn cable car up. Make sure to include a short hike (trainers are fine) on one of the most beautiful mountain trails in the world. You'll come across stands of ancient pine and enjoy a magnificent panoramic view from the Stone Pine Trail (Zirbenweg) which, in June and July, is lined with brilliant alpine roses in full bloom shining as resplendently as the sun!

**Weather alternative:** It's not only in the Bell Museum of the Grassmayr bell foundry where you can enjoy an auditory museum experience: the Audioversum interactive world of experience also appeals to every sense.

**6 pm:** How about leaving Innsbruck to have dinner elsewhere? You can catch a tram or bus to Igls or Lans, two small villages on a low mountain plateau. Breathe in the village air, take a walk across the fields, and round up the day at a beautiful inn with some extraordinary regional food.

### **DAY 3**

**10 am:** We take the Hop-on Hop-off Sightseer bus to Innsbruck's Ambras Castle. The magical Chambers of Wonder from the Renaissance, the magnificent knights' armour and the castle rooms are all well worth a visit, but don't forget the Renaissance Park with its peacocks and ducks.

**At midday** we take some time out and, if the weather's nice, dangle our feet in cool water. We drive to the Natterer See Lake holiday paradise to cool off. Alternatively, we walk to Wilten, an "urban village", only 5 minutes from the Maria-Theresien-Strasse, and a charming district with a fine range of excellent food.

**2 pm:** In fine weather we head once again into the mountains of the Innsbruck region. The Glungezerbahn gondola lift takes you up to more than 2,000 metres above sea level from where there are plenty of wonderful hikes.

**Alternatively,** a visit to the Bergisel is an essential part of the 3-day programme. The cobra-like silhouette of the ski jump designed by Zaha Hadid is just as impressive as the view from the incredibly high platform, or the total amazement you'll experience as you contemplate the Giant Panoramic Painting in the Museum Tirol Panorama.

**6 pm:** If you still have the time, sip a cocktail in one of the city bars. Try the 360° bar on top of the Town Hall Galleries and enjoy one last look at the city and mountains before sadly saying "Goodbye, Innsbruck! See you again soon"

### **INNSBRUCK CARD**

The Innsbruck Card is available for 24, 48 and 72 hours. It is valid from the time the first service is used. It includes entry to 21 museums and sights in the Innsbruck region as well as admission to Hasegg Castle Mint Hall and Swarovski Crystal Worlds in Wattens, including the Crystal World shuttle; one return trip on the 3 Nordkettenbahnen, Patscherkofelbahn and Glungezerbahn cable cars; free travel on the Hop-on Hop-off Sightseer bus to all sights as well as on the trams and buses of the IVB; bike rental for 3 hours at the Boerse; welcome token and welcome drink at Casino Innsbruck; discount on the Tyrolean Evening with the Gundolf family. Prices: 24 hours - € 53.00 / 48 hours - € 63.00 / 72 hours - € 73.00 / 50% discount for children aged 6 to 15.

### **Enquiries:**

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**PRESS RELEASE**  
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