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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 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!**

Head from the heart of the city straight into its natural surroundings; or get whisked up the Nordkette, then watch the urban hustle and bustle from above. Leap back in time between modern architecture and historic buildings, spoil yourself with culinary delights and shop in narrow alleyways, all set 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 off in different ways. For some it's the feeling of freedom while climbing a mountain peak, with the reward of hearty dishes served up at a mountain hut; for others, it's the feeling of relaxation triggered by the stunning views of the mountains on the way to the hotel's organic sauna, followed by a refreshing dip in a natural pond; others again will find their joy immersing themselves in the city's cultural offerings or discovering 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 a natural and relaxing holiday spot both in one - the city leads 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 physical effort. The city also invites you to take time to discover its alpine-urban sense of joie de vivre, it is a place where you can escape the common city noise: Innsbruck is a charming little town, where historic buildings and modern architecture create a multifaceted cityscape set against an imposing mountain backdrop. A stroll along the river Inn allows you to see the famous brightly coloured rows of houses in their best light.

Speaking of well-known sights, the "Walks to explore" encourage visitors to discover both familiar and secret corners of the city in a self-guided, 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 Habsburg family.

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

An excursion to the great outdoors is a vital part of every visit to the Innsbruck region. The popular mountain hiking programme, with its extensive choice of leisurely and more challenging tours, offers something for everyone, whether families, pleasure seekers, nature lovers or those aiming to conquer a summit. Thanks to a total of 18 guided tours, you can choose something new every day of your stay, relax and explore the breathtaking mountain scenery together with local tour guides.

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

And, best of all, the mountain hiking and e-bike tour programme is included in the free Welcome Card for visitors – which also gives 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 includes a wide range of options for everyone staying two nights or more, a great way 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 free and discounted family activities, swimming pools and bathing lakes also included. A special highlight are the guided mountain hikes and e-bike tours: whether you prefer leisurely walks, challenging hikes or idyllic bike tours through unspoilt valleys or over high-altitude routes, local tour guides will lead you through breathtaking 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 stay 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](https://www.facebook.com/Innsbruck)

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

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

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

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

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